NEWSPAPERS MAKE A BIG DIFFERENCE IN PEOPLE'S LIVES — NATIONAL NEWSPAPER WEEK OCT. 9-15, 1966

THE DAILY STANDARD

Published Daily Except Sunday in Sikeston, Mo.

OUR 56 TH YEAR | 10¢ PER COPY | SIKESTON, SCOTT COUNTY, MISSOURI, THURSDAY, OCT. 6, 1966 | NUMBER 7

DREW PEARSON SAYS: Ike and LBJ have reversed themselves on Viet Nam - in opposite directions; Johnson's sweeping peace proposals are sincere; Ike's advice could lead to World War III.

DAILY SIKESTON STANDARD AVAILABLE AT: Paylor's Store, Lambert's Cafe, Bus Station, Holiday Inn, Rafferty's Gro., Barkett's Big Star, Park-A-Lot, Proffers Bi-Rite, War Drum, El Capri, Hospital, Jolly Cab, Ellis Conf., Penney's Corner, Post Office, Dunn Hotel, Blackburn's Grill, Imperial Lanes, Marks & Stearnes, and Mr. C's.



ROBERT MITCHELL, temporary chairman of the community college key persons committee, left, points to a raised hand in a question-and-answer session concerning establishment of a college. Ready to answer the question is Fred Davis of the junior college department of the state department of education in Jefferson City.

Study Group Formed

College Needs Viewed

Southeast Missouri has the largest population unserved by educational institutions beyond the high school level in the state.

The fact was pointed out without intent to slight the function of Southeast Missouri State College in Cape Girardeau at a meeting to explore the possibility of establishing an area junior college to serve Scott, New Madrid, Mississippi and Stoddard counties.

Hugh Denney of the division of community and regional development of the University of Missouri in Columbia, made the statement to 100 persons Wednesday night at the Rustic Rock.

A dismal picture was painted of a growing population, loss of young people to other areas and not pursuing education beyond the high school level.

University of Missouri representatives and a state department of education representative offered assistance in planning a junior college.

Bryce March, administrative assistant to the president of Southeast Missouri State College, agreed with the prevailing opinion expressed at the meeting. That is, a junior college to serve this area would not be competition for the college in Cape Girardeau.

Also attending the meeting were Dean Homer Folks of the University of Missouri college of agriculture, Columbia, Fred Davis, of the junior college, department of the state department of education in Jefferson City.

The meeting was opened with invocation by the Rev. Joseph H. Wagner, pastor of the First Methodist Church. Welcome was given by Ray Clinton, president of the Chamber of Commerce.

Robert Mitchell was named to continue as temporary chairman of the key persons committee. He presided.

The committee is not meant to be an exclusive group, Mitchell explained. All things are tentative now, he said. He urged persons attending to bring other interested persons to the next meeting.

Mitchell stressed the fact that the key persons group is flexible. Although contact has been made with persons in 18 school districts in the area more districts were welcome, he stated.

Mitchell explained at the outset that Denney had spoken to representatives of a four-county area in previous meetings on the population and educational trends in the Bootheel.

"If we could better assess the wants of youth, we could better serve them," Folks said.

Folks warned that to start a community college, the group must be sure it is well financed. Once the educational program is started, it must react to the arising situations, he said.

"You can't offer a half baked show and expect it to operate," he said.

Folks pointed out benefits of higher education results in more income, he said, but there are exceptions to the norm.

Questions from the audience followed.

Charles Blanton Jr. asked what economic effect a college would have on the area.

A college is a trademark of a progressive area, Denney pointed out. He cited the University of Missouri as an example. It is the chief industry in Columbia, he said.

Davis was asked if the state had agencies to lend assistance to organizing a junior college.

He stated that the state has a vocational education section that would help. University extension would help and all colleges would provide information in helping to form a college.

Before the proposed junior college can become a reality, a steering committee must be formed to circulate a petition in the 18 districts calling for a vote on it.

A survey committee also must be formed to report on population of the area, student potential, income level and other facts.

Before those steps are attempted, however, Mitchell said, "we need more information on the feelings of the persons to be served. And that was one of the purposes of this meeting."

Location of the proposed college would be decided by the six-member board of trustees elected at large, Davis said.

It is an unwritten precept of the state department of education that a tax base of $65,000,000 with a potential of 400 to 500 students must be present before an election will be authorized, Davis said.

A contiguous group of school districts is necessary to form the tax base area, he noted.

The four county area has a tax base of about $100,000,000 with the necessary student potential, he noted.

The maximum tax levy that could be assessed is set by state statutes at one tenth of the assessed valuation, Davis said. The one tenth ratio is the same affecting local school taxes.

If the college were voted in, the board of trustees could levy a 30 cent per $100 valuation without another vote, he stated. Other junior colleges in Missouri are operating on an assessment of about 30 cents per $100, he added. He cited the Jefferson County Junior College as an example. It is operating on such an assessment.

Tuition for the residents of the area would probably range between $75 to $100 per year, Davis said.

This is cheap, he added, students who continue living at home can save between $800 and $1,000 that they would have to spend to continue their education elsewhere, Davis pointed out.

Davis noted that a junior college with emphasis on liberal arts for a two-year period is the easiest to organize initially. Technical and vocational programs can then be added, he said.

The proposed 18 school district area is bounded on the north by Benton, on the east by the Mississippi River, on the west by Dexter and on the south by New Madrid.

Appointed to the study committee were: Richard Reed and Art Wallhausen Jr. of Mississippi county, Hal Hunter and Judge Lyle Bird of New Madrid county, Blanton and Judge Marshall Craig of Scott county, and Paul Schurenberg and Fred Williamson of Stoddard county.

Prior to the last night's meeting, it was expected that a steering committee would immediately be forced to obtain signatures on petitions calling for a vote.

After further examination, Mitchell said, it was decided that more information is needed, more persons have to be contacted and plans must be explored more fully.

For these reasons, he said, it was decided the first step to be taken was to form the study committee.

South Korea's Kim Backs U.S. Stand

FULTON, Mo. AP -- Communist China does not have the power to launch a decisive battle against the United States in Viet Nam, a ranking South Korean political leader said today.

"The Chinese have always thought of their Middle Empire as a dragon in the center of the world . . . but, the weakness fundamental to the Chinese communist regime is clearly observed by those of us who live in Asia," said Kim Jong-Pil, head of South Korea's Democratic Republican party.

Kim prepared his remarks for the laying of the cornerstone for the reconstructed St. Mary Aldermanbury Church at the Winston Churchill Memorial and Library at Westminster College, where Churchill made his famed "Iron curtain" speech 20 years ago.

"By bringing the issues of the cold war into focus, he compelled the attention of the world to be fixed on Europe for two decades to come," Dr. Kim said.

"I have traveled across the Pacific to talk about Asia, where a hot war is being fought at this very moment."

The Rt. Rev. Robert Stopford, lord bishop of London, was scheduled to set the cornerstone in the 12th century church, transported stone by stone from London at a cost of $1.5 million to serve as the focal point of the memorial.

Kim praised the Johnson administration's approach to the Vietnamese war.

"I know there exists in the United States a considerable pacifistic sentiment," he said. "But communism is essentially a strategy of violence.

"I know the Chinese communists do not have the means with which to vastly expand their commitment in Viet Nam or to fight a decisive battle against the United States."

Purges, struggles and other internal convulsions such as the economic "great leap forward" movement have weakened the power of the communist Chinese he added.

Warning against a premature U.S. withdrawal in Asia, Kim hinted the end of the protracted Asian struggle might be in sight.

"The bamboo curtain stretching from the Himalayas to Mt. Diamond on the east coast of Korea has the appearance of decay after 20 years of wind rain," he said.

Ozark Plan Urged

Ste. Genevieve Tops In City Betterment

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Police Report Trailer Taken Valued at $800

A four wheel, green horse trailer valued at $800 reportedly was taken sometime Wednesday from its parking space in front of the Clarence Scott residence in Miner, police said today. The trailer had the name "Scott Stables" written on the side, police said. Information on the trailer was conveyed to Scott County authorities and to the State Highway Patrol.

Police arrested a man and charged him with shoplifting this morning for alledgedly taking a winter cap from Moore's Hardware, 118 New Madrid.

Charged with shoplifting is O. D. Harris, 227 Young, police said.

Police received a report Wednesday evening from Louis A. Jones, 526 East Kathleen, stating that three hubcaps valued together at $90 were taken Wednesday night from his car while it was parked at

(Continued on page 12)

Dexter May Get New Industry

DEXTER--Dexter has been recommended for location of an electronics industry, Harold Williams, chairman of the community development project, told the Junior Chamber of Commerce Monday night.

Williams said he had been informed by Everett Lee of the state department of community development that Lee had recommended Dexter for the industry because the city was well located for it. The name of the firm was not disclosed.

The fair booth committee reported that the Jaycee concession at the Stoddard County Fair was a success.

Frank Hamra reported that he was trying to get the Jerry Foster band from Malden to play for a jamboree. The proceeds of the jamboree would be used to pay for a tent which the Jaycees recently purchased. Cost was about $1,000.

Denton Musgrave was elected secretary of the Jaycees.

Boy Scouts Will Train Leaders

A Boy Scout leadership training course will be held this weekend at the Lyle Bird Farm, 10 miles south of Sikeston. The course under the direction of Bill Scarbrough, assistant district commissioner, will be attended by adult leaders, their assistants and junior and patrol leaders.

Scarbrough said the session is important for new leaders and boys who help Scoutmasters.

Instructors will be demonstrate skills and the junior leaders then will do these.

The session will begin Saturday at 1 p.m. and conclude Sunday at 3:30 p.m.

Jones Was Not Consulted

WASHINGTON (AP)—A huge economic development program in the Ozark region of Missouri, Arkansas and Oklahoma has been proposed to President Johnson for the next session of Congress.

Ten Democratic members of Congress from the three states asked that the federal government spend $681 million in 125 counties over the next five years.

Two Missouri members of the House—Durward Hall, Republican, and Paul Jones, Democrat -criticized the manner in which the program was drawn up and presented. They said they had not been consulted, although parts of their congressional districts are involved.

The program was suggested as the Ozarks Regional Commission went on record at its first working session as favoring supplemental grants for the 125-county area. It did not specify an amount of money, but it was understood about $15 million would be suggested to the Commerce Department as a prospective budget figure for the next fiscal year.

The supplemental grants would be for existing federal undertakings, Frank Lyons, Oklahoma highway director who is a commission member, said. He explained local areas often couldn't raise matching funds.

The commission would be the agency to administer the program.

The 10 Democrats who proposed the program are Sens. A. S. Mike Monroney and Fred R. Harris of Oklahoma, Stuart Symington and Edward V. Long of Missouri, J. W. Fulbright of Arkansas and Reps. Tom Steed and Ed Edmondson of Oklahoma, Wilbur D. Mills and James W. Trimble of Arkansas and Richard H. Ichord of Missouri.

The legislators wrote the President there is special need for the $360 million which would be authorized by the bill for acceleration of highway and access road construction.

Lyons said the commission will work in the basic fields of education, transportation, economic development, social services, public health, recreation, capital improvement, water-natural resources, agriculture and public safety.

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Hall, who represents southwest Missouri, said Wednesday in a statement the proposed program "smacks of politics," was offered a few weeks before election and that it appeared that dollar figures for 12 large regional projects were "picked out of thin air."

Hall said the proposal was not circulated among the Missouri delegation. There was some question whether he would have endorsed it, he said, "but it seems a little courtesy would have been in order on a bill that includes every county in southwest Missouri."

Rep. Jones said it was "peculiar" that no one talked to him about the program since he had been "pretty close to this all along."

Driver for Grocer Firm Robbed

NEW MADRID -- Two unidentified Negroes held up and robbed Eddie Sisco, a driver for McKnight-Keaton Grocer Co., Sikeston, while he stopped at the Halford Drive-in, last night at 6 p.m., on south highway 61, demanding his money.

The driver was standing by his truck, and he noticed the two men walking toward the drive-in, after coming across a nearby parking lot.

He said that he presumed the men were going to the drive-in, but when they approached, they held a gun on him and demanded money. Sisco turned over his billfold, containing $28 in currency, and a company envelope, containing $126 in checks and from $30 to $40 in currency.

The two returned the same way that they had approached. They wore dark clothing.

Sisco called police and the sheriff's office.

Geter Sentenced To 10 Years

CHARLESTON -- Thomas Geter, 65, was sentenced to 10 years in the state penitentiary for murder in the slaying of Clarence Dixon July 15.

The charge against Geter was reduced from first to second degree murder. Circuit Court Judge Marshall Craig sentenced him.

Dixon, a barber, was shot with a 32 caliber pistol in front of the Kirkpatrick barber shop.

Trial dates for other murder cases on the dockets include: Luther Franklin, alias Sonny Wright, Jan. 18.

Douglas Wayen Thompson, Dec. 20.

Edda Louise Gibbs, Oct. 19.



Manilla Conference

By William L. Ryan
AP Special Correspondent

There is a hint of urgency behind the forthcoming conference of chiefs of state at Manila this month, suggesting a need to re-examine prospects for all Southeast Asia in the light of recent world stage developments.

President Johnson is meeting with the heads of six Asian governments with the announced intention of examining the military, economic, social and political outlook in Viet Nam. They will also discuss possibilities for finding a path to negotiations and peaceful settlement.

Even should there appear to be a break in the deadlock over talks with the Communists, enormous problems would remain to face Southeast Asian nations. New problems would arise.

Taking part in the conference with President Johnson will be Premier Nguyen Cao Ky of South Viet Nam, Premier Thanon Kittikachorn of Thailand, Prime Minister Harold Holt of Australia, Prime Minister Keith J. Holyoake of New Zealand, President Chung Hee Park of South Korea and President Ferdinand E. Marcos of the Philippines. Marcos issued the invitation in Honolulu, en route home from his meeting with President Johnson in Washington.

All these nations now are directly involved in Viet Nam. The United States has 311,000 troops there supporting the 707,000 troops of South Viet Nam in the war against the Communists. South Korea has 36,500 combat troops and other units on hand there. Australia has 4,500 combat troops on hand. The others, too, have military units involved in one capacity or another. Altogether, they represent more than a million military men in South Viet Nam.

The conferees now look at a situation vastly different from what it was a year ago. Not only has the military outlook changed in Viet Nam, where the anto-Communist allies have stopped losing, but another major threat to Southeast Asia has been removed.

Only a year ago there was grim possibility of yet another small war breaking out, one which eventually could involve the United States.

Indonesia, the most populous and potentially the richest Southeast Asian nation, was pursuing a "Confrontation" with Malaysia. Under President Sukarno's regime, oriented in policy toward Red China, Malaysia was denounced as a federation invented by "imperialists" to threaten Indonesia.

The Indonesian government, with enthusiastic encouragement from Peking, had launced guerrilla incursions into Malaysia, and constantly threatened full-scale war. This situation kept 50,000 British troops on hand in Southeast Asia and had Australia on edge and ready to intervene. At any moment the powerful Indonesian Communist party might have taken over, closing a southern claw on Southeast Asia and threatening the whole strategic area with conquest or catastrophe.

China was exerting military pressure on India's borders. In September, last year, there was a war on between India and Pakistan over disputed Kashmir, with Peking on the sidelikes cheering the Pakistanis on.

The circumstances are entirely different now. A Communist takeover attempt last October in Indonesia became a debacle for the party. The Indonesian Communist party was destroyed and Indonesia executed a sharp about-face. It ended the "crush Malaysia" campaign and called off the confrontation, relieving the pressure there. Sukarno's wings were clipped and his vehement objections availed him little.

Soviet and American diplomacy helped bring about peace in the Indian subcontinent between India and Pakistan, removing the threat of another war in Asia which probably would have well suited Red Chinese purposes.

Lately, Red China, up to its figurative neck in internal troubles, a power struggle and a widespread purge, has been making odd noises sounding vaguely peaceable. The Soviet Union has displayed interest in de-fusing Southeast Asia to parry the threat of a bigger war. Hints--vague to the point of inscrutability-- have emanated from Communist North Viet Nam with regard to the possibility of negotiations.

There is a large body of opinion which holds that had it not been for the U.S. military presence in South Viet Nam, Indonesia might not have escaped Communist clutches. Malaysia might have gone down the drain and Thailand might be gravely threatened. Domination over mainland Southeast Asia, with all its natural riches, its huge population and its strategic seaways and airlanes, might have been within Red Chinese reach.

Perhaps there will be no sudden change in the Vietnamese situation with regard to peace prospects. But one way or another, the changed circumstances in Southeast Asia would seem to require high-level consultations among the allies directly involved in the Viet Nam war.

Wet Weather Slows Bootheel's Harvest

Cotton picking in Southeast Missouri has been delayed by wet weather with hand picking only on a limited scale.

Apple picking in the Cape Girardeau area is in full swing with good crop prospects.

Sikeston area cotton harvest has been delayed by inclement weather and only scattered picking is in progress.

First results of grades and prices received by growers are depressing and constitute a threat to the volume of hand picking to be offered by growers. There are no local demands for out-of-area workers and are no available workers for them, the employment service reports. Year-round qualified hands are in demand. There are no applicants. Less qualified hands are near balance.

The farm labor information station and rest camp, route two, served 279 migrants last week. Two hundred and thirty were returning to Texas and 49 to Arkansas.

Demand for seasonal farm workers exceeds the available supply in the Cape Girardeau area. Some college students are being utilized for apple picking after school hours.

Cool weather and intermittent rains are causing cotton to open slowly in the Caruthersville area. Ordinarily by this time of the year 40 per cent of the crop would have been picked. Threshing of early soybeans is expected to begin Monday. There is no great demand for seasonal labor.

There is no farming activity in the Poplar Bluff area due to wet and rainy weather. Cotton and beans are beginning to rot. There is no labor available for referral to other areas.

Continued adverse weather conditions are causing anxiety among the cotton growers in the Kennett area. Some boll rot is already being noticed and will become serious quickly if wet weather continues.

Some hand picking is being done but most gins are about 90 per cent behind the number of bales picked compared to this time last year.

Ruby Again Faces Death Penalty

AUSTIN, Tex. AP -- Dist. Atty. Henry Wade says the state expects to seek the death penalty again for Jack Ruby, whose conviction for killing accused presidential assassin Lee Harvey Oswald was set aside Wednesday.

Defense counsel expressed confidence, however, that the former Dallas night club operator will go free within months if he is allowed to plead guilty to a charge of murder without malice.

Wade, in Dallas, was chief prosecutor in the trial ending there March 14, 1964, with a state court jury assessing Ruby, 55, a death sentence.

Wade said he intends to file a motion for rehearing by Oct. 20, asking the Texas Court of Criminal Appeals to change its mind and uphold Ruby's murder conviction.

The court, the highest in Texas for criminal matters, ruled that Ruby did not get a fair trial. It reversed the conviction and ordered a new trial, to be held outside Dallas County.

The main reason cited by the Austin court in its decision was that the trial court erred when it allowed testimony by Dallas Police Sgt. P. T. Dean about what Ruby said some 10 to 40 minutes after Oswald was shot in the Dallas police station basement.

According to Dean's testimony, Ruby "told Dean that he had seen Oswald in a police lineup two nights before and that when he saw the sarcastic sneer on Oswald's face he had decided that if he got a chance to do so, he would kill him," the appellate court decision said.

It continued: "Obviously this statement constituted an oral confession of premeditation made while in police custody and therefore was not admissible. The admission of this testimony was clearly injurious and calls for a reversal of this conviction."

Ruby shot Oswald in view of live television cameras Nov. 24, 1963. Oswald had been arrested soon after the Nov. 22 assassination of President John F. Kennedy.

The decision also states the verdict was reversible because the trial judge, Joe B. Brown, did not allow the case to be tried outside Dallas County as asked by the defense.

Ruby has been in custody since he shot Oswald.

A murder without malice conviction carries a two-to five-year prison sentence in Texas.

Weather

Generally fair with a slow warming trend through Friday. Lows tonight mid 40s to low 50s. High Friday mid to upper 70s. Percentage probabilities of precipitation less than 5. Saturday little change.

High and low temperatues for the 24-hour period ending at 7:30 a.m. today were 69 and 38.

Sunset today---------5:36 p.m.
Sunrise tomorrow----5:59 a.m.
The Moon rises-----10:06 p.m. tonight and rides high.
Last Quarter tomorrow----------7:09 a.m.

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Davis was asked if the state had agencies to lend assistance to organizing a junior college.

He stated that the state has a vocational education section that would help. University extension would help and all colleges would provide information in helping to form a college.

Before the proposed junior college can become a reality, a steering committee must be formed to circulate a petition in the 18 districts calling for a vote on it.

A survey committee also must be formed to report on population of the area, student potential, income level and other facts.

Before those steps are attempted, however, Mitchell said, "we need more information on the feelings of the persons to be served. And that was one of the purposes of this meeting."

Location of the proposed college would be decided by the six-member board of trustees elected at large, Davis said.

It is an unwritten precept of the state department of education that a tax base of $65,000,000 with a potential of 400 to 500 students must be present before an election will be authorized, Davis said.

A contiguous group of school districts is necessary to form the tax base area, he noted.

The four county area has a tax base of about $100,000,000 with the necessary student potential, he noted.

The maximum tax levy that could be assessed is set by state statutes at one tenth of the assessed valuation, Davis said. The one tenth ratio is the same affecting local school taxes.

If the college were voted in, the board of trustees could levy a 30 cent per $100 valuation without another vote, he stated. Other junior colleges in Missouri are operating on an assessment of about 30 cents per $100, he added. He cited the Jefferson County Junior College as an example. It is operating on such an assessment.

Tuition for the residents of the area would probably range between $75 to $100 per year, Davis said.

This is cheap, he added, students who continue living at home can save between $800 and $1,000 that they would have to spend to continue their education elsewhere, Davis pointed out.

Davis noted that a junior college with emphasis on liberal arts for a two-year period is the easiest to organize initially. Technical and vocational programs can then be added, he said.

The proposed 18 school district area is bounded on the north by Benton, on the east by the Mississippi River, on the west by Dexter and on the south by New Madrid.

Appointed to the study committee were: Richard Reed and Art Wallhausen Jr. of Mississippi county, Hal Hunter and Judge Lyle Bird of New Madrid county, Blanton and Judge Marshall Craig of Scott county, and Paul Schurenberg and Fred Williamson of Stoddard county.

Prior to the last night's meeting, it was expected that a steering committee would immediately be forced to obtain signatures on petitions calling for a vote.

After further examination, Mitchell said, it was decided that more information is needed, more persons have to be contacted and plans must be explored more fully.

For these reasons, he said, it was decided the first step to be taken was to form the study committee.

Police Report Trailer Taken Valued at $800

A four wheel, green horse trailer valued at $800 reportedly was taken sometime Wednesday from its parking space in front of the Clarence Scott residence in Miner, police said today. The trailer had the name "Scott Stables" written on the side, police said. Information on the trailer was conveyed to Scott County authorities and to the State Highway Patrol.

Police arrested a man and charged him with shoplifting this morning for alledgedly taking a winter cap from Moore's Hardware, 118 New Madrid.

Charged with shoplifting is O. D. Harris, 227 Young, police said.

Police received a report Wednesday evening from Louis A. Jones, 526 East Kathleen, stating that three hubcaps valued together at $90 were taken Wednesday night from his car while it was parked at

(Continued on page 12)

Dexter May Get New Industry

DEXTER--Dexter has been recommended for location of an electronics industry, Harold Williams, chairman of the community development project, told the Junior Chamber of Commerce Monday night.

Williams said he had been informed by Everett Lee of the state department of community development that Lee had recommended Dexter for the industry because the city was well located for it. The name of the firm was not disclosed.

The fair booth committee reported that the Jaycee concession at the Stoddard County Fair was a success.

Frank Hamra reported that he was trying to get the Jerry Foster band from Malden to play for a jamboree. The proceeds of the jamboree would be used to pay for a tent which the Jaycees recently purchased. Cost was about $1,000.

Denton Musgrave was elected secretary of the Jaycees.

Boy Scouts Will Train Leaders

A Boy Scout leadership training course will be held this weekend at the Lyle Bird Farm, 10 miles south of Sikeston. The course under the direction of Bill Scarbrough, assistant district commissioner, will be attended by adult leaders, their assistants and junior and patrol leaders.

Scarbrough said the session is important for new leaders and boys who help Scoutmasters.

Instructors will be demonstrate skills and the junior leaders then will do these.

The session will begin Saturday at 1 p.m. and conclude Sunday at 3:30 p.m.

Driver for Grocer Firm Robbed

NEW MADRID -- Two unidentified Negroes held up and robbed Eddie Sisco, a driver for McKnight-Keaton Grocer Co., Sikeston, while he stopped at the Halford Drive-in, last night at 6 p.m., on south highway 61, demanding his money.

The driver was standing by his truck, and he noticed the two men walking toward the drive-in, after coming across a nearby parking lot.

He said that he presumed the men were going to the drive-in, but when they approached, they held a gun on him and demanded money. Sisco turned over his billfold, containing $28 in currency, and a company envelope, containing $126 in checks and from $30 to $40 in currency.

The two returned the same way that they had approached. They wore dark clothing.

Sisco called police and the sheriff's office.

Geter Sentenced To 10 Years

CHARLESTON -- Thomas Geter, 65, was sentenced to 10 years in the state penitentiary for murder in the slaying of Clarence Dixon July 15.

The charge against Geter was reduced from first to second degree murder. Circuit Court Judge Marshall Craig sentenced him.

Dixon, a barber, was shot with a 32 caliber pistol in front of the Kirkpatrick barber shop.

Trial dates for other murder cases on the dockets include:

Luther Franklin, alias Sonny Wright, Jan. 18.

Douglas Wayen Thompson, Dec. 20.

Edda Louise Gibbs, Oct. 19.

Manilla Conference

By William L. Ryan
AP Special Correspondent

There is a hint of urgency behind the forthcoming conference of chiefs of state at Manila this month, suggesting a need to re-examine prospects for all Southeast Asia in the light of recent world stage developments.

President Johnson is meeting with the heads of six Asian governments with the announced intention of examining the military, economic, social and political outlook in Viet Nam. They will also discuss possibilities for finding a path to negotiations and peaceful settlement.

Even should there appear to be a break in the deadlock over talks with the Communists, enormous problems would remain to face Southeast Asian nations. New problems would arise.

Taking part in the conference with President Johnson will be Premier Nguyen Cao Ky of South Viet Nam, Premier Thanon Kittikachorn of Thailand, Prime Minister Harold Holt of Australia, Prime Minister Keith J. Holyoake of New Zealand, President Chung Hee Park of South Korea and President Ferdinand E. Marcos of the Philippines. Marcos issued the invitation in Honolulu, en route home from his meeting with President Johnson in Washington.

All these nations now are directly involved in Viet Nam. The United States has 311,000 troops there supporting the 707,000 troops of South Viet Nam in the war against the Communists. South Korea has 36,500 combat troops and other units on hand there. Australia has 4,500 combat troops on hand. The others, too, have military units involved in one capacity or another. Altogether, they represent more than a million military men in South Viet Nam.

The conferees now look at a situation vastly different from what it was a year ago. Not only has the military outlook changed in Viet Nam, where the anto-Communist allies have stopped losing, but another major threat to Southeast Asia has been removed.

Only a year ago there was grim possibility of yet another small war breaking out, one which eventually could involve the United States.

Indonesia, the most populous and potentially the richest Southeast Asian nation, was pursuing a "Confrontation" with Malaysia. Under President Sukarno's regime, oriented in policy toward Red China, Malaysia was denounced as a federation invented by "imperialists" to threaten Indonesia.

The Indonesian government, with enthusiastic encouragement from Peking, had launced guerrilla incursions into Malaysia, and constantly threatened full-scale war. This situation kept 50,000 British troops on hand in Southeast Asia and had Australia on edge and ready to intervene. At any moment the powerful Indonesian Communist party might have taken over, closing a southern claw on Southeast Asia and threatening the whole strategic area with conquest or catastrophe.

China was exerting military pressure on India's borders. In September, last year, there was a war on between India and Pakistan over disputed Kashmir, with Peking on the sidelikes cheering the Pakistanis on.

The circumstances are entirely different now. A Communist takeover attempt last October in Indonesia became a debacle for the party. The Indonesian Communist party was destroyed and Indonesia executed a sharp about-face. It ended the "crush Malaysia" campaign and called off the confrontation, relieving the pressure there. Sukarno's wings were clipped and his vehement objections availed him little.

Soviet and American diplomacy helped bring about peace in the Indian subcontinent between India and Pakistan, removing the threat of another war in Asia which probably would have well suited Red Chinese purposes.

Lately, Red China, up to its figurative neck in internal troubles, a power struggle and a widespread purge, has been making odd noises sounding vaguely peaceable. The Soviet Union has displayed interest in de-fusing Southeast Asia to parry the threat of a bigger war. Hints--vague to the point of inscrutability-- have emanated from Communist North Viet Nam with regard to the possibility of negotiations.

There is a large body of opinion which holds that had it not been for the U.S. military presence in South Viet Nam, Indonesia might not have escaped Communist clutches. Malaysia might have gone down the drain and Thailand might be gravely threatened. Domination over mainland Southeast Asia, with all its natural riches, its huge population and its strategic seaways and airlanes, might have been within Red Chinese reach.

Perhaps there will be no sudden change in the Vietnamese situation with regard to peace prospects. But one way or another, the changed circumstances in Southeast Asia would seem to require high-level consultations among the allies directly involved in the Viet Nam war.

South Korea's Kim Backs U.S. Stand

FULTON, Mo. AP -- Communist China does not have the power to launch a decisive battle against the United States in Viet Nam, a ranking South Korean political leader said today.

"The Chinese have always thought of their Middle Empire as a dragon in the center of the world . . . but, the weakness fundamental to the Chinese communist regime is clearly observed by those of us who live in Asia," said Kim Jong-Pil, head of South Korea's Democratic Republican party.

Kim prepared his remarks for the laying of the cornerstone for the reconstructed St. Mary Aldermanbury Church at the Winston Churchill Memorial and Library at Westminster College, where Churchill made his famed "Iron curtain" speech 20 years ago.

"By bringing the issues of the cold war into focus, he compelled the attention of the world to be fixed on Europe for two decades to come," Dr. Kim said.

"I have traveled across the Pacific to talk about Asia, where a hot war is being fought at this very moment."

The Rt. Rev. Robert Stopford, lord bishop of London, was scheduled to set the cornerstone in the 12th century church, transported stone by stone from London at a cost of $1.5 million to serve as the focal point of the memorial.

Kim praised the Johnson administration's approach to the Vietnamese war.

"I know there exists in the United States a considerable pacifistic sentiment," he said. "But communism is essentially a strategy of violence.

"I know the Chinese communists do not have the means with which to vastly expand their commitment in Viet Nam or to fight a decisive battle against the United States."

Purges, struggles and other internal convulsions such as the economic "great leap forward" movement have weakened the power of the communist Chinese he added.

Warning against a premature U.S. withdrawal in Asia, Kim hinted the end of the protracted Asian struggle might be in sight.

"The bamboo curtain stretching from the Himalayas to Mt. Diamond on the east coast of Korea has the appearance of decay after 20 years of wind rain," he said.

Wet Weather Slows Bootheel's Harvest

Cotton picking in Southeast Missouri has been delayed by wet weather with hand picking only on a limited scale.

Apple picking in the Cape Girardeau area is in full swing with good crop prospects.

Sikeston area cotton harvest has been delayed by inclement weather and only scattered picking is in progress.

First results of grades and prices received by growers are depressing and constitute a threat to the volume of hand picking to be offered by growers. There are no local demands for out-of-area workers and are no available workers for them, the employment service reports. Year-round qualified hands are in demand. There are no applicants. Less qualified hands are near balance.

The farm labor information station and rest camp, route two, served 279 migrants last week. Two hundred and thirty were returning to Texas and 49 to Arkansas.

Demand for seasonal farm workers exceeds the available supply in the Cape Girardeau area. Some college students are being utilized for apple picking after school hours.

Cool weather and intermittent rains are causing cotton to open slowly in the Caruthersville area. Ordinarily by this time of the year 40 per cent of the crop would have been picked. Threshing of early soybeans is expected to begin Monday. There is no great demand for seasonal labor.

There is no farming activity in the Poplar Bluff area due to wet and rainy weather. Cotton and beans are beginning to rot. There is no labor available for referral to other areas.

Continued adverse weather conditions are causing anxiety among the cotton growers in the Kennett area. Some boll rot is already being noticed and will become serious quickly if wet weather continues.

Some hand picking is being done but most gins are about 90 per cent behind the number of bales picked compared to this time last year.

Ruby Again Faces Death Penalty

AUSTIN, Tex. AP -- Dist. Atty. Henry Wade says the state expects to seek the death penalty again for Jack Ruby, whose conviction for killing accused presidential assassin Lee Harvey Oswald was set aside Wednesday.

Defense counsel expressed confidence, however, that the former Dallas night club operator will go free within months if he is allowed to plead guilty to a charge of murder without malice.

Wade, in Dallas, was chief prosecutor in the trial ending there March 14, 1964, with a state court jury assessing Ruby, 55, a death sentence.

Wade said he intends to file a motion for rehearing by Oct. 20, asking the Texas Court of Criminal Appeals to change its mind and uphold Ruby's murder conviction.

The court, the highest in Texas for criminal matters, ruled that Ruby did not get a fair trial. It reversed the conviction and ordered a new trial, to be held outside Dallas County.

The main reason cited by the Austin court in its decision was that the trial court erred when it allowed testimony by Dallas Police Sgt. P. T. Dean about what Ruby said some 10 to 40 minutes after Oswald was shot in the Dallas police station basement.

According to Dean's testimony, Ruby "told Dean that he had seen Oswald in a police lineup two nights before and that when he saw the sarcastic sneer on Oswald's face he had decided that if he got a chance to do so, he would kill him," the appellate court decision said.

It continued: "Obviously this statement constituted an oral confession of premeditation made while in police custody and therefore was not admissible. The admission of this testimony was clearly injurious and calls for a reversal of this conviction."

Ruby shot Oswald in view of live television cameras Nov. 24, 1963. Oswald had been arrested soon after the Nov. 22 assassination of President John F. Kennedy.

The decision also states the verdict was reversible because the trial judge, Joe B. Brown, did not allow the case to be tried outside Dallas County as asked by the defense.

Ruby has been in custody since he shot Oswald.

A murder without malice conviction carries a two-to five-year prison sentence in Texas.

Weather

Generally fair with a slow warming trend through Friday. Lows tonight mid 40s to low 50s. High Friday mid to upper 70s. Percentage probabilities of precipitation less than 5. Saturday little change.

High and low temperatues for the 24-hour period ending at 7:30 a.m. today were 69 and 38.

Sunset today---------5:36 p.m.
Sunrise tomorrow----5:59 a.m.
The Moon rises------10:06 p.m. tonight and rides high.
Last Quarter tomorrow----------7:09 a.m.

The Daily Sikeston Standard

C. L. BLANTON, Jr., Managing Editor, Entered at the Postoffice of Sikeston, Scott County, Missouri as Second Class Mail Matter according to Act of Congress March 3, 1879, Saturday, February 4th, 1960.

Thursday, October 6, 1,005 B.C. - Sophocles' "The Frogs" is performed by frogs.

* * *

POOR CHARLIE SAYS!

ZIP CODE - A GOOD HABIT

Many of us are creatures of habit -- good and bad. One habit we think worth cultivating when you write a letter is the use of ZIP Code, yours in the return address and the ZIP Code of your correspondent in the destination address.

The Post Office Department has gone to great lengths to persuade business firms and individuals to use ZIP Code as a means of improving the efficiency of the Postal System and has designated the week beginning October 10 as National ZIP Week, with particular emphasis in the 302 cities big enough to require more than one ZIP Code.

It is coincidental, but not irrelevant, that National Newspaper Week spans the same dates. Speed and efficiency are important to this newspaper. A great volume of mail flows through these offices, including such items as syndicated columns, news and -- yes, advertising copy.

If this material arrives late, it loses its timeliness. The same is true of at least some of the letters you get in the mail, whether it be your Social Security check, or a notice of premium due from the insurance company. The time element becomes even more urgent if you have been anxiously waiting for word from the battlelines.

We have some evidence that mail deliveries have improved since ZIP Code was introduced three years ago. Just to cite one example, our attention has been called to a letter sent airmail from Addis Ababa in Ethiopia. The name was incomplete, the Post Office Box number was inaccurate and the letter was addressed to the wrong city. It arrived at the correct address in two days -- because it has the right ZIP Code number.

ZIP Code is effective now. It will become more effective as more people use it, justifying greater mechanization of the mails. We approve, therefore, of Postmaster General O'Brien's campaign to push ZIP Code, and we hope our readers will cooperate in the Department's National ZIP Code Week.

In helping the Department, you will also be helping yourself to better service. And you may well be helping to avoid higher postal costs in the bargain.

* * *

The Colonel said: "There is nothing original left to say in making love."

* * *

DOWN THE HATCH

Consider the temptations to take a drink that face an American on every hand as he wends his way through an average business day. Enroute to the office he may ease his way into the rat race by stopping off at the commuter bar where bloody marys and whiskey sours are the morning favorites.

This might hold him until time for the bibulous business noonday, at which he can start drinking his three-hour lunch. If he happens to be traveling, the airlines will serve him cocktails before dinner, wine with his meal, and a cordial afterward. A constant afterwork hazard is the ubiquitous cocktail party. One psychologist told the Wall Street Journal (Dec. 13, 1965) that this was the institution most likely to create an alcoholic.

Such social patterns make the United States a very wet place. Average per capita consumption of hard liquor here is about 2.43 gallons for every person over 21. Only Peruvians (that's right!) drink more. The National Council on Alcoholism estimates that 6.5 million Americans have drinking problems. Business and industry lose $2 billion annually to the "drinking disease" in the form of absenteeism, accidents and inefficiency.

What to do about it was the subject of a management symposium on the physical-chemical cause of excessive drinking and its control at Beverly Hills, Calif., on Thursday, Sept. 29. Some ingenious new treatments for extreme alcoholism (Pavlovian conditioning is much in vogue right now) doubtless was discussed by the eminent physicians present. But it can confidently be predicted that no one will suggest reducing the opportunities to drink now accepted as norms in our affluent, pressure-cooker society.

* * *

Happiness is having the finance company burn down with all your records.

* * *

Eating out has become a national pasttime.

More than food is involved. There is a recreation, entertainment and pleasure as well as bodily nourishment.

People no longer are satisifed with plain food served in surroundings in keeping.

The atmosphere and the environment must be satisfactory and tastes are being elevated all the time.

It may be that many persons who eat out can't afford it.

The cost has risen faster than all other items on the consumer price index of the United States department of agriculture research service.

Some families may be spending more money on food than they intend but this may be the very point at which other factors outweigh the nourishment aspect.

If people feel that a meal away from home is a form of entertainment, which it often is, they can put it on their recreation budget, provided, of course, that it isn't already overloaded.

Then it is up to them to decide whether the sum would be better spent on another form of leisure time activity.

Editors of Farm Index, a department of agriculture publication, think people will continue to turn their backs on their kitchens and dine in town increasingly.

They predict a 75 per cent increase in the nation's annual restaurant bill in a decade.

The reasons aren't difficult to find. Teenagers like hot dogs and hot dogs served at driveins as do their elders. Many cafeterias serve good food. A restaurant steak tastes wonderful. There are fewer paid cooks available, more working wives, more snacking teenagers, more old people living alone and not wanting to cook and just more people.

Then, there is the constant upgrading of food and surroundings. There have been few businesses which have improved so much during the past half century as the food serving industry. It has amounted to a revolution in food quality, sanitation, and atmosphere. The improvement continues.

Some meals served at home are desirable. The habit should not be lost. The practice of gathering around the dining room table tends to unify the family.

There are numerous family disrupting forces at work today and the outlook is for them to increase rather than decrease in the future.

* * *

A hundred years ago people worried about the same things that are distressing you. All of them have been dead a long time, and their worry did no good.

* * *

A LETHAL BEAUTY

Washingtonians recently learned that beauty can be potentially lethal. It seems the National Capital Park Service, in an effort to carry forward the First Lady's beautification drive, put down some ornamental plants near the Jefferson Memorial. They were castor bean plants. The trouble is that as few castor beans, when eaten, can kill an adult. Now the plants have been removed and are to be replaced by chrysanthemums.

This was unsettling enough. Then James Lindsay, chief horticulturist for the park service, revealed that Washington's parks, squares and circles abound in poisonous flora. His list included acorns. Japanese yew berries, azaleas, rhdodendrons, daffodils, jonquils, hyacinth, larkspur and wisteria. Rose petals, though, may safely be eaten.

Thus, it may be well to take a close look at the "Plant for a More Beautiful America" stamp that the Post Office plans to issue Wednesday, Oct. 5. The stamp shows the Jefferson Memorial and the Tidal Basin, framed flowering cherry trees. According to Lindsay, cherry tree twigs and leaves are deadly. And every Washingtonian knows that the Tidal Basin, fed by the Potomac, is polluted. The moral would seem to be that beauty should remain in the eye of the beholder and out of his stomach.

* * *

You're an old-timer if you can remember when it was difficult to spend money you didn't have.

* * *

TOMORROW

OCT. 7 - FRIDAY

KABL MUSIC DAY. Purpose: "To celebrate the increased broadcast power granted by the FCC - 5 times the previous power - for radio station KABL - The fine music station over San Francisco."

NATIONAL WILD TURKEY CALLING CONTEST AND TURKEY TROT FESTIVAL begins. Through 8th. Yellville, Ark.

SIMCHAT TORAH or REJOICING OF THE LAW. Jewish holy day. Hebrew date, Tishri 23, 5727. Annual reading of the Five Books of Moses completed on this day and begun anew.

* * *

The modern husband: "This cake is simply delicious, dear. Did you buy it yourself?"

* * *

Bachelor: That's a man who can get into bed from either side.

* * *

The late Justice Cardozo once said that he was an example of "plodding mediocrity." He meant that he was an ordinary person, and that such progress as he had made was the result of being on the job every day.

This accounts for nearly all success. The best jobs and the largest fortunes are in the possession of ordinary people. Nearly everyone who will knuckle down to hard work where he is can make a fair success of life.

The saddest failures are found in the ranks of men of more than ordinary ability who shift jobs so often between the ages of twenty-five and forty that they have no firm hold on any job or business. By the time they are ready to settle down, they find that they can't dislodge the pluggers and the stickers. They have to take marginal positions that exist only in time of general prosperity. Necessarily they are the last to be hired and the first to be laid off.

Too often these men are impatient. They get discouraged because they can't double their pay in a year. It would pay them to take a longer view of life.

* * *

STANDING ROOM

Tom: I'd like two tickets to "My Fair Lady."

Ticket seller: We have only two standing-room tickets left.

Tom: Are they together?

* * *

LOVING TOUCH

Gazing fondly at his attractive nurse, the hospital patient told the doctor, "Wonderful nurse you've got here. One touch of her hand cooled my fever instantly."

"I know," answered the doctor, "I could hear her slap clear to the end of the corridor."

* * *

The total U. S. potato production is estimated at some 28 billion pounds for 1966. Of this, 3.7 billion pounds represents the winter and spring crop, and the fall crop is estimated at over 20 billion pounds.

* * *

SCIENTISTS EXAMINE 'ONE FOR THE ROAD'

Coffee for that one for the road? Then don't count too much on its traditional sobering effects, the Catholic Digest advises.

Scientists at Indiana University's Medical School fed volunteers drinks containing alcohol and caffein, caffein with what seemed tto be alcohol, and a concoction with neither, but which the particiipants believed to contain both.

They discovered some curious things about alcohol and caffein. The volunteers drank two or three ounces of bourbon, an amount most people think does not affect them. In tests of adding, subtracting, and reading they did worse than the non-drinkers who thought they were drinking.

Those who had the same amount of caffein you would find in two cups of coffee did worse than those who had neither alcohol or coffee.

Conclusion: about the most coffee will do for you is give your liver some extra time to get rid of some of the liquor already consumed.

* * *

He: "Just think I've never had a lesson in my life."

She: "It's darn nice of you not to blame it on somebody else."

* * *

EFFICIENCY ANGLE

"I don't see how you can get anything accomplished with three beautiful secretaries in your office."

"It's easy. I just give two of them the afternoon off."

* * *

SECOND $100 BILLION TOPPED IN 13 YEARS

It took about a half century (1902-1952) for total government (Federal, state and local) spending to rise from $1 billion to almost $100 billion.

But the next $100 billion advance in total government spending -- to $203 billion, to be exact, points out Tax Foundation, Inc., was accomplished in 13 fiscal years.

In the period between fiscal 1952 and 1965, total government spending per American rose from $643 to $1,068. Federal spending alone on a per capita basis rose from $461 to $671 while state-local government spending per capita rose from $182 to $391.

Taxes collected by all government in fiscal 1964-65 amounted to $145 billion whpe indebtedness of all government came to $417 billion.

* * *

Making his first call after installing electricity in a backwoods cabin, the meter inspector found that very little current had been used. "Don't you ever use the light?" he asked.

"Sure," drawled the old fellow.

"How long at a time?" the inspector asked.

"Just long enough to see to light the oil lamp."

* * *

"Do you know the difference between a screw and a gem clip?"

"Just to get the answer quickly - - no, I don't know the difference!"

"Have you ever been gemclipped?"

* * *

PAYING THE BILL

Under a Social Security Act section allocating Federal funds to labor groups, city governments, churches, etc., for underprivileged families, Baltimore's city council recently was asked to approve not only rent subsidies -- but funds so each family could (1) pay up to $30 on overdue utility bills; (2) get $25 toward moving costs, and (3) get an allotment of $125 to supplement allowances for furniture, utensils.

* * *

"What's 6 inches long and has 2 nuts?"

(Here we go again) "I dunno, Mr. Bones -- what's 6 inches long and has 2 nuts?"

"Almond Joy!"

* * *

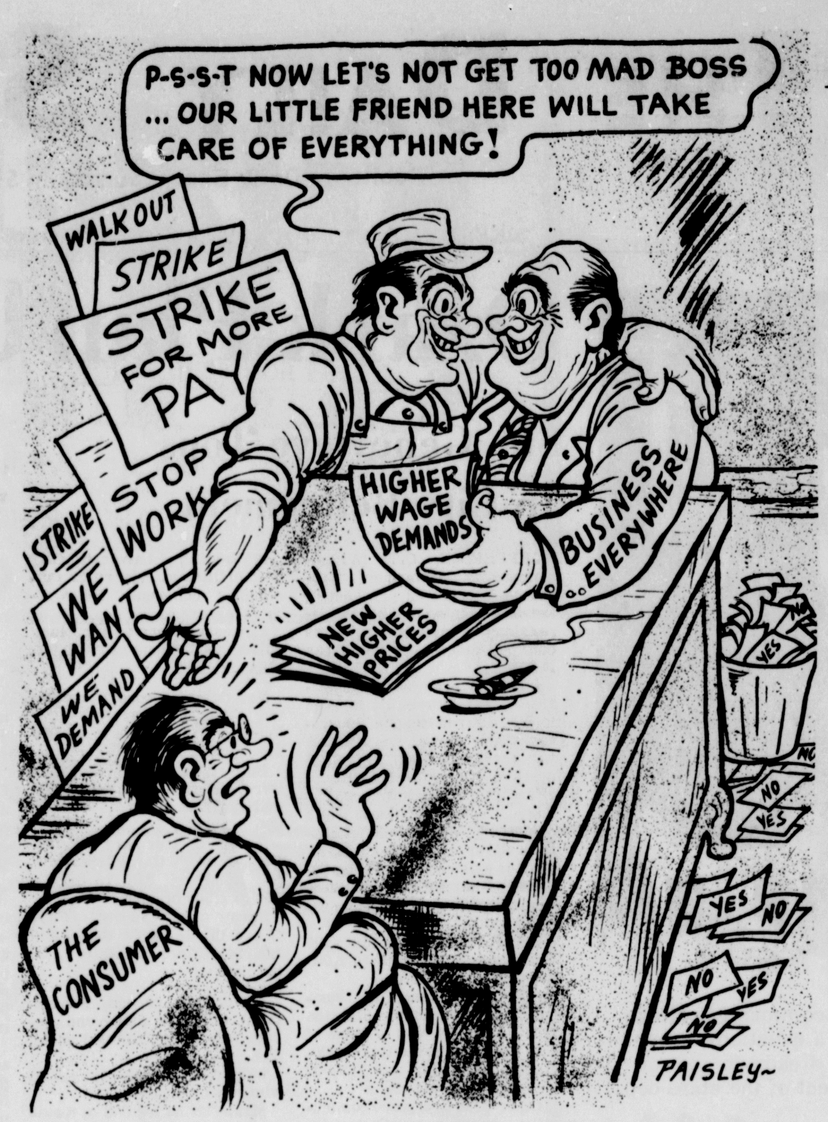
"Doc, I feel pretty good these days. Is that a symptom of something serious?"

* * *

Popular Remedy

OF ALL THE remedies that won't cure a cold whiskey is the most popular.

* * *



H. L. Hunt Says

FEDERAL HANDOUTS FOR FORTY MILLION

Every person who receives money directly or indirectly from the federal treasury is to that extent a burden on some other person who is producing the wealth taxed to furnish the handout, plus the enormous overhead of bureaucratic expense.

Some of that burden of course must be borne for the legitimate purposes of government, notably national defense. But, legitimate or not, the fact remains that it is a burden and as we value our liberty we must never lose sight of where the money from the federal treasury originates.

It originates with the men who make it by productive effort, and whose reward for that effort and capital for new efforts is reduced by every dollar taken from them by the federal government.

One very productive, successful man can support many drones, voluntarily or under government compulsion. The ordinary hard-working individual can sustain himself and his family, but probably not much more. There is a limit to how many other people and programs the producers of America, great and small, can support before they lose all hope and drive, sink into apathy, and themselves become burdens on others.

According to the U. S. Treasury Department's disbursing office, more than 34,000,000 Americans now receive a check every month from the federal government. That is nearly one out of three adults in this country. By 1970, just four years away, forty million Americans are expected to be receiving federal tax money; and that does not include recipients of indirect support, such as employees of a company handling mostly government contracts. We must reverse this trend to save our Republic. HLH

Doc. Duncan Says

Hi Si, what do you know? Hearn up town the breweries is gonna put out beer fur $1.10 a gallon in little fancy concontainers. You can draw any amount out anytime and take the thing back and have it filled again. The man say its to compeet with milk at $1.10 a gallon.

Yept, some folks had jes as soon have beer as milk.

* * *

Hal Boyle

NEW YORK (AP) - Remarks that young brides get tired of hearing:

"I made a list of the wedding presents for you, dear. You got 12 electric toasters, 18 silver trays, 7 sugar and creamer sets, 29 dish towels, 3 $10 gift certificates, $18.27 in cash - and a rabbit's foot."

"After all, we've been married a full two weeks. Why shouldn't I spend a night out with the fellows? You don't expect me to be a hermit, do you?"

"Maybe it would be better if we took nothing for granted and started at the very beginning. Well, then cooking consists of the application of heat to raw food material to help make it more tender, tasty and easily digestible. If you are sure you comprehend that, we can go on to the next step."

"Yes, it's a darling apartment. Jill. You and Jack were lucky to find it. But I'm all out of breath from climbing so many stairs. And aren't the rooms a bit on the small side?"

"Of course, I expect you to get up and fix me breakfast every morning, honey. My mother has done it for my dad for 30 years, and my grandmother did it for grandpa for 55 years. On their golden wedding anniversary, she even brought him his breakfast in bed."

"Maybe it is romantic to eat by candlelight, but candles cost money. Anyway, I like to be able to see what's on my plate."

"Well, you don't have to make a federal case out of it the very first time I stop off for a couple of quick ones with the guys where I work."

"I suppose he told you he wanted you to quit your job as soon as you get the furniture paid for? My little man said the same thing to me when we got married back in 1941, and now I'm wearing an office 25-year pin and still pounding a typewriter."

"You must be kidding about having to go to the beauty shop. I thought after girls married they fixed their hair at home. What else have they got to do?"

"As your mother, Jill, you know I want to be happy, but remember I was the one who told you from the start that Jack would give you trouble."

"Whatever he does or doesn't do, don't just cry about it. Make a scene. Husbands can't stand scenes."

"When you're as old as I am, you'll understand that they're all beasts -- yes, every blasted one of them."

"You liked me pretty well as I was before we were married. Why do you want me to change all at once now."

"For Pete's sake, Jill, quit calling me at the office. The other guys are razzing me about it -- and the boss doesn't like it."

"Okay, okay, so you fixed the casserole for me as a surprise. Well, after eating it, I'm still surprised. What was it -- corn flakes in codfish gravy, or Hungarian graham crackers and meat sauze?"

"Of course, I still love you. Do you want me to write it on a piece of paper and paste it on the kitchen wall?"

"Go dancing? Honey, we're married now. How about going bowling?"

Washington Merry-Go-Round

By Drew Pearson

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So Eisenhower immediately retreated. As a military man he had always been opposed to involvement. Once he told me, "I will never get American boys bogged down on the swampland of the Asian Continent."

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Go forward ten years to 1964. Johnson, elected over Goldwater in that year, began to reverse his previous 1954 position.

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A few weeks after the election Johnson started such a complete reversal of this policy that Barry Goldwater, speaking at the Gridiron Club Dinner in the Spring of 1965, wisecracked: "Remember me? I'm that trigger-happy SOB that said we should bomb North Viet Nam."

At about the time of Johnson's reversal, the Republican policy Committee of the Senate, as reported in this column March 9, 1965, decided on the following strategy: Give Johnson 100 per cent support for the Viet Nam War and be in the position of criticising him at the next election for not winning.

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Inside Labor

By Victor Riesel

Defense Secy. McNamara Now Rides Shotgun For LBJ on Labor Front.

Washington, D.C.; -- At high noon last Sunday, Lyndon Johnson turned to the man who more and more these days is riding shotgun for him on the home front as well as in more explosive foreign fields -- namely, 50-year-old Robert S. McNamara.

At that moment the President was faced with an escalating nation-wide war between the labor movement and the General Electric Co.

The President knew what the public didn't -- that the national labor leaders were planning to rush to Washington for an emergency session on Tuesday morning if a strike had flared against the company at midnight Sunday.

This gathering of labor's most powerful men would not have been just a propaganda convocation. It would have been the real thing -- an emergency meeting of the AFL-CIO Executive Council.

They would have pledged millions of dollars to the striking coordinated steering group of the Committee on Collective Bargaining of 11 national unions. Each AFL-CIO Executive Council member would have peeled off hundreds of men under a joint chiefs of staff to direct the mass picketing of 125,000 men at GE and later for the 75,000 who would have walked out at Westinghouse, you can be sure.

They would have committed themselves to the proposition that neither the General Electric Co. nor any other corporation regardless of size would defeat a strike run by the latest thing in labor -- the steering committee.

There is no doubt of this. Paul Jennings, the young and fledgling president of the International Union of Electrical Workers, had called such stalwarts as Paul Hall, leader of the seafarers, and Walter Reuther, auto union chief, to reserve Tuesday for the great concentration.

This activity was relayed to the White House through the still anonymous Joe Califano, one of the brightest minds ever quartered in the White House, and, of course, Labor Secretary Willard Wirtz. At the other end of the wire was the other specialist in anonymity, Lane Kirkland, George Meany's brilliant one-man task force.

All sides knew that the rank and file might get out of hand -- as indeed it did at several installations -- including the critical, though now little-known, Knolls Atomic Power Laboratory of GE near Schenectady.

Somewhere along the line the President moved instinctively towards the man he now counts on most in his Cabinet -- Defense Secretary McNamara.

To those deep on the inside this may not be lacking in political significance in the next two years.

The President and McNamara talked several times. The Defense Secretary was blunt. There could be no hard-hitting war on the foreign front if labor and General Electric fought it out on the home front for several months -- as had happened in the summertime airline strike.

McNamara pointed out that GE produced a spectrum of jet aircraft engines without which U.S. forces would have to fight a kiwi war in Viet Nam.

So the President and McNamara agreed that if there were a strike -- the basic issue being the union's demand for some sort of cost of living escalator clause -- then Mr. Johnson would send the Justice Dept. into the courts for an 80-day Taft-Hartley "cooling off" injunction.

Mr. McNamara assured the White House that he could back up such a move, though it involved an almost unprecedented action against just one company in a vast field of armaments. This positiveness the President wanted to hear.

So he was set and word went to the labor people, via the Lane Kirkland grapevine.

The labor leaders worked that Sunday. They did not want the government to move against them with the implication that they were hurting the defense effort -- nor did they want to get tied up for 80 days. They might not have been able to restrain the wildcatters and things might have gotten out of control.

So they bargained by phone to prevent the use of Taft-Hartley. An unprecedented Cabinet level mediation committee was suggested by the White House, since Mr. Johnson refused to get himself positioned in another strike crisis.

Yes, the labor leaders would take the friendly Willard Wirtz. The GE people approved Secretary of Commerce John Connor. He thought they had made a fine offer to the union. And the President decided to let himself be represented by the man who now is riding shotgun for the U.S.

There will be more of this sort of thing. McNamara will ride again.

The Daily Sikeston Standard

C. L. BLANTON, Jr., Managing Editor, Entered at the Postoffice of Sikeston, Scott County, Missouri as Second Class Mail Matter according to Act of Congress March 3, 1879, Saturday, February 4th, 1960.

Thursday, October 6, 1,005 B.C. - Sophocles' "The Frogs" is performed by frogs.

* * *

POOR CHARLIE SAYS!

ZIP CODE - A GOOD HABIT

Many of us are creatures of habit -- good and bad. One habit we think worth cultivating when you write a letter is the use of ZIP Code, yours in the return address and the ZIP Code of your correspondent in the destination address.

The Post Office Department has gone to great lengths to persuade business firms and individuals to use ZIP Code as a means of improving the efficiency of the Postal System and has designated the week beginning October 10 as National ZIP Week, with particular emphasis in the 302 cities big enough to require more than one ZIP Code.

It is coincidental, but not irrelevant, that National Newspaper Week spans the same dates. Speed and efficiency are important to this newspaper. A great volume of mail flows through these offices, including such items as syndicated columns, news and -- yes, advertising copy.

If this material arrives late, it loses its timeliness. The same is true of at least some of the letters you get in the mail, whether it be your Social Security check, or a notice of premium due from the insurance company. The time element becomes even more urgent if you have been anxiously waiting for word from the battlelines.

We have some evidence that mail deliveries have improved since ZIP Code was introduced three years ago. Just to cite one example, our attention has been called to a letter sent airmail from Addis Ababa in Ethiopia. The name was incomplete, the Post Office Box number was inaccurate and the letter was addressed to the wrong city. It arrived at the correct address in two days -- because it has the right ZIP Code number.

ZIP Code is effective now. It will become more effective as more people use it, justifying greater mechanization of the mails. We approve, therefore, of Postmaster General O'Brien's campaign to push ZIP Code, and we hope our readers will cooperate in the Department's National ZIP Code Week.

In helping the Department, you will also be helping yourself to better service. And you may well be helping to avoid higher postal costs in the bargain.

* * *

The Colonel said: "There is nothing original left to say in making love."

* * *

DOWN THE HATCH

Consider the temptations to take a drink that face an American on every hand as he wends his way through an average business day. Enroute to the office he may ease his way into the rat race by stopping off at the commuter bar where bloody marys and whiskey sours are the morning favorites.

This might hold him until time for the bibulous business noonday, at which he can start drinking his three-hour lunch. If he happens to be traveling, the airlines will serve him cocktails before dinner, wine with his meal, and a cordial afterward. A constant afterwork hazard is the ubiquitous cocktail party. One psychologist told the Wall Street Journal (Dec. 13, 1965) that this was the institution most likely to create an alcoholic.

Such social patterns make the United States a very wet place. Average per capita consumption of hard liquor here is about 2.43 gallons for every person over 21. Only Peruvians (that's right!) drink more. The National Council on Alcoholism estimates that 6.5 million Americans have drinking problems. Business and industry lose $2 billion annually to the "drinking disease" in the form of absenteeism, accidents and inefficiency.

What to do about it was the subject of a management symposium on the physical-chemical cause of excessive drinking and its control at Beverly Hills, Calif., on Thursday, Sept. 29. Some ingenious new treatments for extreme alcoholism (Pavlovian conditioning is much in vogue right now) doubtless was discussed by the eminent physicians present. But it can confidently be predicted that no one will suggest reducing the opportunities to drink now accepted as norms in our affluent, pressure-cooker society.

* * *

Happiness is having the finance company burn down with all your records.

* * *

Eating out has become a national pasttime. More than food is involved. There is a recreation, entertainment and pleasure as well as bodily nourishment.

People no longer are satisifed with plain food served in surroundings in keeping.

The atmosphere and the environment must be satisfactory and tastes are being elevated all the time.

It may be that many persons who eat out can't afford it.

The cost has risen faster than all other items on the consumer price index of the United States department of agriculture research service.

Some families may be spending more money on food than they intend but this may be the very point at which other factors outweigh the nourishment aspect.

If people feel that a meal away from home is a form of entertainment, which it often is, they can put it on their recreation budget, provided, of course, that it isn't already overloaded. Then it is up to them to decide whether the sum would be better spent on another form of leisure time activity.

Editors of Farm Index, a department of agriculture publication, think people will continue to turn their backs on their kitchens and dine in town increasingly.

They predict a 75 per cent increase in the nation's annual restaurant bill in a decade.

The reasons aren't difficult to find. Teenagers like hot dogs and hot dogs served at drive-ins as do their elders. Many cafeterias serve good food. A restaurant steak tastes wonderful. There are fewer paid cooks available, more working wives, more snacking teenagers, more old people living alone and not wanting to cook and just more people.

Then, there is the constant upgrading of food and surroundings. There have been few businesses which have improved so much during the past half century as the food serving industry. It has amounted to a revolution in food quality, sanitation, and atmosphere. The improvement continues.

Some meals served at home are desirable. The habit should not be lost. The practice of gathering around the dining room table tends to unify the family.

There are numerous family disrupting forces at work today and the outlook is for them to increase rather than decrease in the future.

* * *

A hundred years ago people worried about the same things that are distressing you. All of them have been dead a long time, and their worry did no good.

* * *

A LETHAL BEAUTY

Washingtonians recently learned that beauty can be potentially lethal. It seems the National Capital Park Service, in an effort to carry forward the First Lady's beautification drive, put down some ornamental plants near the Jefferson Memorial. They were castor bean plants. The trouble is that as few castor beans, when eaten, can kill an adult. Now the plants have been removed and are to be replaced by chrysanthemums.

This was unsettling enough. Then James Lindsay, chief horticulturist for the park service, revealed that Washington's parks, squares and circles abound in poisonous flora. His list included acorns. Japanese yew berries, azaleas, rhododendrons, daffodils, jonquils, hyacinth, larkspur and wisteria. Rose petals, though, may safely be eaten.

Thus, it may be well to take a close look at the "Plant for a More Beautiful America" stamp that the Post Office plans to issue Wednesday, Oct. 5. The stamp shows the Jefferson Memorial and the Tidal Basin, framed flowering cherry trees. According to Lindsay, cherry tree twigs and leaves are deadly. And every Washingtonian knows that the Tidal Basin, fed by the Potomac, is polluted. The moral would seem to be that beauty should remain in the eye of the beholder and out of his stomach.

* * *

You're an old-timer if you can remember when it was difficult to spend money you didn't have.

* * *

TOMORROW
OCT. 7 - FRIDAY

KABL MUSIC DAY. Purpose: "To celebrate the increased broadcast power granted by the FCC - 5 times the previous power - for radio station KABL - The fine music station over San Francisco."

NATIONAL WILD TURKEY CALLING CONTEST AND TURKEY TROT FESTIVAL begins. Through 8th. Yellville, Ark.

SIMCHAT TORAH or REJOICING OF THE LAW. Jewish holy day. Hebrew date, Tishri 23, 5727. Annual reading of the Five Books of Moses completed on this day and begun anew.

* * *

The modern husband: "This cake is simply delicious, dear. Did you buy it yourself?"

* * *

Bachelor: That's a man who can get into bed from either side.

* * *

The late Justice Cardozo once said that he was an example of "plodding mediocrity." He meant that he was an ordinary person, and that such progress as he had made was the result of being on the job every day.

This accounts for nearly all success. The best jobs and the largest fortunes are in the possession of ordinary people. Nearly everyone who will knuckle down to hard work where he is can make a fair success of life.

The saddest failures are found in the ranks of men of more than ordinary ability who shift jobs so often between the ages of twenty-five and forty that they have no firm hold on any job or business. By the time they are ready to settle down, they find that they can't dislodge the pluggers and the stickers. They have to take marginal positions that exist only in time of general prosperity. Necessarily they are the last to be hired and the first to be laid off.

Too often these men are impatient. They get discouraged because they can't double their pay in a year. It would pay them to take a longer view of life.

* * *

STANDING ROOM

Tom: I'd like two tickets to "My Fair Lady."

Ticket seller: We have only two standing-room tickets left.

Tom: Are they together?

* * *

LOVING TOUCH

Gazing fondly at his attractive nurse, the hospital patient told the doctor, "Wonderful nurse you've got here. One touch of her hand cooled my fever instantly."

"I know," answered the doctor, "I could hear her slap clear to the end of the corridor."

* * *

The total U. S. potato production is estimated at some 28 billion pounds for 1966. Of this, 3.7 billion pounds represents the winter and spring crop, and the fall crop is estimated at over 20 billion pounds.

* * *

SCIENTISTS EXAMINE 'ONE FOR THE ROAD'

Coffee for that one for the road? Then don't count too much on its traditional sobering effects, the Catholic Digest advises.

Scientists at Indiana University's Medical School fed volunteers drinks containing alcohol and caffein, caffein with what seemed tto be alcohol, and a concoction with neither, but which the participants believed to contain both.

They discovered some curious things about alcohol and caffein. The volunteers drank two or three ounces of bourbon, an amount most people think does not affect them. In tests of adding, subtracting, and reading they did worse than the non-drinkers who thought they were drinking.

Those who had the same amount of caffein you would find in two cups of coffee did worse than those who had neither alcohol or coffee.

Conclusion: about the most coffee will do for you is give your liver some extra time to get rid of some of the liquor already consumed.

* * *

He: "Just think I've never had a lesson in my life."

She: "It's darn nice of you not to blame it on somebody else."

* * *

EFFICIENCY ANGLE

"I don't see how you can get anything accomplished with three beautiful secretaries in your office."

"It's easy. I just give two of them the afternoon off."

* * *

SECOND $100 BILLION TOPPED IN 13 YEARS

It took about a half century (1902-1952) for total government (Federal, state and local) spending to rise from $1 billion to almost $100 billion.

But the next $100 billion advance in total government spending -- to $203 billion, to be exact, points out Tax Foundation, Inc., was accomplished in 13 fiscal years.

In the period between fiscal 1952 and 1965, total government spending per American rose from $643 to $1,068. Federal spending alone on a per capita basis rose from $461 to $671 while state-local government spending per capita rose from $182 to $391.

Taxes collected by all government in fiscal 1964-65 amounted to $145 billion whpe indebtedness of all government came to $417 billion.

* * *

Making his first call after installing electricity in a backwoods cabin, the meter inspector found that very little current had been used. "Don't you ever use the light?" he asked.

"Sure," drawled the old fellow.

"How long at a time?" the inspector asked.

"Just long enough to see to light the oil lamp."

* * *

"Do you know the difference between a screw and a gem clip?"

"Just to get the answer quickly - - no, I don't know the difference!"

"Have you ever been gemclipped?"

* * *

PAYING THE BILL

Under a Social Security Act section allocating Federal funds to labor groups, city governments, churches, etc., for underprivileged families, Baltimore's city council recently was asked to approve not only rent subsidies -- but funds so each family could (1) pay up to $30 on overdue utility bills; (2) get $25 toward moving costs, and (3) get an allotment of $125 to supplement allowances for furniture, utensils.

* * *

"What's 6 inches long and has 2 nuts?"

(Here we go again) "I dunno, Mr. Bones -- what's 6 inches long and has 2 nuts?"

"Almond Joy!"

* * *

"Doc, I feel pretty good these days. Is that a symptom of something serious?"

* * *

Popular Remedy

OF ALL THE remedies that won't cure a cold whiskey is the most popular.

* * *



Hal Boyle

NEW YORK (AP) - Remarks that young brides get tired of hearing:

"I made a list of the wedding presents for you, dear. You got 12 electric toasters, 18 silver trays, 7 sugar and creamer sets, 29 dish towels, 3 $10 gift certificates, $18.27 in cash - and a rabbit's foot."

"After all, we've been married a full two weeks. Why shouldn't I spend a night out with the fellows? You don't expect me to be a hermit, do you?"

"Maybe it would be better if we took nothing for granted and started at the very beginning. Well, then cooking consists of the application of heat to raw food material to help make it more tender, tasty and easily digestible. If you are sure you comprehend that, we can go on to the next step."

"Yes, it's a darling apartment, Jill. You and Jack were lucky to find it. But I'm all out of breath from climbing so many stairs. And aren't the rooms a bit on the small side?"

"Of course, I expect you to get up and fix me breakfast every morning, honey. My mother has done it for my dad for 30 years, and my grandmother did it for grandpa for 55 years. On their golden wedding anniversary, she even brought him his breakfast in bed."

"Maybe it is romantic to eat by candlelight, but candles cost money. Anyway, I like to be able to see what's on my plate."

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H. L. Hunt Says

FEDERAL HANDOUTS FOR FORTY MILLION

Every person who receives money directly or indirectly from the federal treasury is to that extent a burden on some other person who is producing the wealth taxed to furnish the handout, plus the enormous overhead of bureaucratic expense.

Some of that burden of course must be borne for the legitimate purposes of government, notably national defense. But, legitimate or not, the fact remains that it is a burden and as we value our liberty we must never lose sight of where the money from the federal treasury originates.

It originates with the men who make it by productive effort, and whose reward for that effort and capital for new efforts is reduced by every dollar taken from them by the federal government.

One very productive, successful man can support many drones, voluntarily or under government compulsion. The ordinary hard-working individual can sustain himself and his family, but probably not much more. There is a limit to how many other people and programs the producers of America, great and small, can support before they lose all hope and drive, sink into apathy, and themselves become burdens on others.

According to the U. S. Treasury Department's disbursing office, more than 34,000,000 Americans now receive a check every month from the federal government. That is nearly one out of three adults in this country. By 1970, just four years away, forty million Americans are expected to be receiving federal tax money; and that does not include recipients of indirect support, such as employees of a company handling mostly government contracts. We must reverse this trend to save our Republic. HLH

Doc. Duncan Says

Hi Si, what do you know? Hearn up town the breweries is gonna put out beer fur $1.10 a gallon in little fancy concontainers. You can draw any amount out anytime and take the thing back and have it filled again. The man say its to compeet with milk at $1.10 a gallon.

Yept, some folks had jes as soon have beer as milk.

* * *

Inside Labor

By Victor Riesel

Defense Secy. McNamara Now Rides Shotgun For LBJ on Labor Front.

Washington, D.C.; -- At high noon last Sunday, Lyndon Johnson turned to the man who more and more these days is riding shotgun for him on the home front as well as in more explosive foreign fields -- namely, 50-year-old Robert S. McNamara.

At that moment the President was faced with an escalating nation-wide war between the labor movement and the General Electric Co.

The President knew what the public didn't -- that the national labor leaders were planning to rush to Washington for an emergency session on Tuesday morning if a strike had flared against the company at midnight Sunday.

This gathering of labor's most powerful men would not have been just a propaganda convocation. It would have been the real thing -- an emergency meeting of the AFL-CIO Executive Council.

They would have pledged millions of dollars to the striking coordinated steering group of the Committee on Collective Bargaining of 11 national unions. Each AFL-CIO Executive Council member would have peeled off hundreds of men under a joint chiefs of staff to direct the mass picketing of 125,000 men at GE and later for the 75,000 who would have walked out at Westinghouse, you can be sure.

They would have committed themselves to the proposition that neither the General Electric Co. nor any other corporation regardless of size would defeat a strike run by the latest thing in labor -- the steering committee.

There is no doubt of this. Paul Jennings, the young and fledgling president of the International Union of Electrical Workers, had called such stalwarts as Paul Hall, leader of the seafarers, and Walter Reuther, auto union chief, to reserve Tuesday for the great concentration.

This activity was relayed to the White House through the still anonymous Joe Califano, one of the brightest minds ever quartered in the White House, and, of course, Labor Secretary Willard Wirtz. At the other end of the wire was the other specialist in anonymity, Lane Kirkland, George Meany's brilliant one-man task force.

All sides knew that the rank and file might get out of hand -- as indeed it did at several installations -- including the critical, though now little-known, Knolls Atomic Power Laboratory of GE near Schenectady.

Somewhere along the line the President moved instinctively towards the man he now counts on most in his Cabinet -- Defense Secretary McNamara.

To those deep on the inside this may not be lacking in political significance in the next two years.

The President and McNamara talked several times. The Defense Secretary was blunt. There could be no hard-hitting war on the foreign front if labor and General Electric fought it out on the home front for several months -- as had happened in the summertime airline strike.

McNamara pointed out that GE produced a spectrum of jet aircraft engines without which U.S. forces would have to fight a kiwi war in Viet Nam.

So the President and McNamara agreed that if there were a strike -- the basic issue being the union's demand for some sort of cost of living escalator clause -- then Mr. Johnson would send the Justice Dept. into the courts for an 80-day Taft-Hartley "cooling off" injunction.

Mr. McNamara assured the White House that he could back up such a move, though it involved an almost unprecedented action against just one company in a vast field of armaments. This positiveness the President wanted to hear.

So he was set and word went to the labor people, via the Lane Kirkland grapevine.

The labor leaders worked that Sunday. They did not want the government to move against them with the implication that they were hurting the defense effort -- nor did they want to get tied up for 80 days. They might not have been able to restrain the wildcatters and things might have gotten out of control.

So they bargained by phone to prevent the use of Taft-Hartley. An unprecedented Cabinet level mediation committee was suggested by the White House, since Mr. Johnson refused to get himself positioned in another strike crisis.

Yes, the labor leaders would take the friendly Willard Wirtz. The GE people approved Secretary of Commerce John Connor. He thought they had made a fine offer to the union. And the President decided to let himself be represented by the man who now is riding shotgun for the U.S.

There will be more of this sort of thing. McNamara will ride again.

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RUTH DILLENDER, Women's Page Editor
PHONE GR 1-1137



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Wiley, a lawyer, is the first person to be convicted as a result of the failure of the bank June 20, 1964, almost three months after outsiders bought a majority of its stock.

My Neighbors



"That's one trouble with 70 acres under one roof."

Mrs. O'Hara To Mark 95th Birthday

Mrs. John O'Hara, 506 East Center St., will celebrate her 95th birthday Monday.

A reception from 3 p.m. to 5 p.m. Sunday at her home will honor Mrs. O'Hara.

No matter what kind of paint you use, or what size brush, the man next door will advise you that you made a bad choice.

If you have choice plants of coleus, heliotrope, browallia and other annuals that will make the winter window garden colorful, pot them up now, first reducing both roots and tops by pruning. Small plants may be potted just before frost but large ones need time in the open to get used to a reduced amount of soil.

* * *

Ethelred II, English king, was known as the "Unready" because he was not ready to accept wise advice or counsel.

NEED FLOWERS?
PHONE GR 1-5501
WOEHLECKE
Florist and Greenhouses

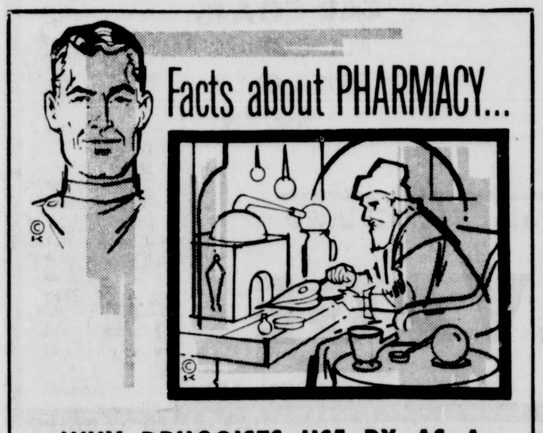
OPEN ON SUNDAY
EDWARDS
STORE HOURS
MON.-THURS. 8 A.M. - 7 P.M.
FRI.-8a.m.-8 p.m. - SAT. 8 a.m. - 9 p.m.
SUNDAY 8 a.m. - 6 p.m.
HIGHWAY 60 WEST SIKESTON
IGA

BAKING HENS LB. 29¢
RONNIES-BEEF CUBE STEAKS EA. 9¢
PORK LIVER LB. 29¢
SHORT RIBS LB. 39¢
LEAN-TENDER PORK STEAK LB. 49¢
CRESCENT-SLICED BACON LB. 49¢
OZARK BOLOGNA 2-3 LB. PIECES LB. 38¢
OZARK WIENERS POUND PKG. 39¢
CONTADINA-HEAVY SYRUP PEACHES 4 CANS 88¢
MAGIC 9 DOG FOOD 25 LB. BAG $1.88
C & H BRAND SUGAR 10 LB. BAG 88¢
LIMIT 1 WITH ADDITIONAL $5 PURCHASE OR MORE
SEA STAR FISH STICKS 4 PKG. FOR 88¢
FLOUR IGA 25 LB. BAG $1.88
SANDWICH COOKIES 2 2 LB. PKGS. 88¢
KELLY CHILI WITH BEANS 4 15 OZ. CANS 88¢
IGA FROZEN ORANGE JUICE 5 6 OZ. CANS 88¢
IGA CAKE MIXES 4 FOR 88¢
TOILET TISSUE POLY BAG 10 ROLLS FOR 88¢
BREAD IGA 4 20 OZ. LOAVES 88¢
BISCUITS IGA 12 CANS FOR 88¢
LETTUCE LB. 15¢
GRAPES TOKAY 15¢
CELLO CARROTS PKG. 8¢
GREEN ONIONS BUNCH 8¢

We know you know what a Reiss QUALITY CHEKD MILK CARTON looks like, but here it is



It isn't MILK unless it is Reiss QUALITY CHEKD



WHY DRUGGISTS USE RX AS A PRESCRIPTION SYMBOL TODAY

It is generally believed by authorities that the symbol "Rx" is an abbreviation of the Latin word "recipe," meaning "you take." The Rx of today, however, is a far cry from the mystical potions of ancient times!

James Drug Store
129 E. Front GR 1-5707
Prescription Specialists

Rustic Rock Inn
sez
NOW HEAR THIS AND REMEMBER IT
FREE FREE FREE
One of Johnny Ham's Famous Chinese Egg Rolls with every dinner served Friday, Saturday or Sunday, Oct. 7th, 8th and 9th, from 5:00 P.M. to closing time.
ALSO
Sunday Noon, Smorgasbord $1.25
Charcoal Broiled Steaks $1.29 up
ROOMS FOR PRIVATE PARTIES
10 to 250 people
Chinese food every nite except Monday, if you are hungry for Chinese food on Monday nite call Johnny Ham for an appointment with the best Chinese food in the middle west.
Phone GR 1-4588



GET YOUR HANDY SHOPPING LIST NOW!

SAVE TIME — check your family's needs this convenient way
AVOID WAITING — leave your order with us — avoid the crowds
ASSURE SAVINGS — your order is filled while our stocks are complete

2 for the price of 1... PLUS A PENNY!

Shy's Rexall Drug
GR 1-0285
Midtowner Village

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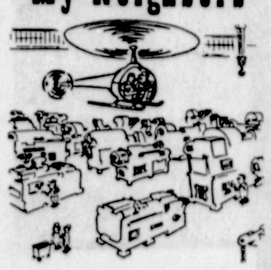
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Wiley, a lawyer, is the first person to be convicted as a result of the failure of the bank June 20, 1964, almost three months after outsiders bought a majority of its stock.

My Neighbors



"That's one trouble with 70 acres under one roof."

Mrs. O'Hara To Mark 95th Birthday

Mrs. John O'Hara, 506 East Center St., will celebrate her 95th birthday Monday.

A reception from 3 p.m. to 5 p.m. Sunday at her home will honor Mrs. O'Hara.

No matter what kind of paint you use, or what size brush, the man next door will advise you that you made a bad choice.

If you have choice plants of coleus, heliotrope, browallia and other annuals that will make the winter window garden colorful, pot them up now, first reducing both roots and tops by pruning. Small plants may be potted just before frost but large ones need time in the open to get used to a reduced amount of soil.

* * *

Ethelred II, English king, was known as the "Unready" because he was not ready to accept wise advice or counsel.

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LEAN-TENDER PORK STEAK LB. 49¢
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OZARK BOLOGNA 2-3 LB. PIECES LB. 38¢
OZARK WIENERS POUND PKG. 39¢
CONTADINA-HEAVY SYRUP PEACHES 4 CANS 88¢
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LIMIT 1 WITH ADDITIONAL $5 PURCHASE OR MORE
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FLOUR IGA 25 LB. BAG $1.88
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Facts about PHARMACY...



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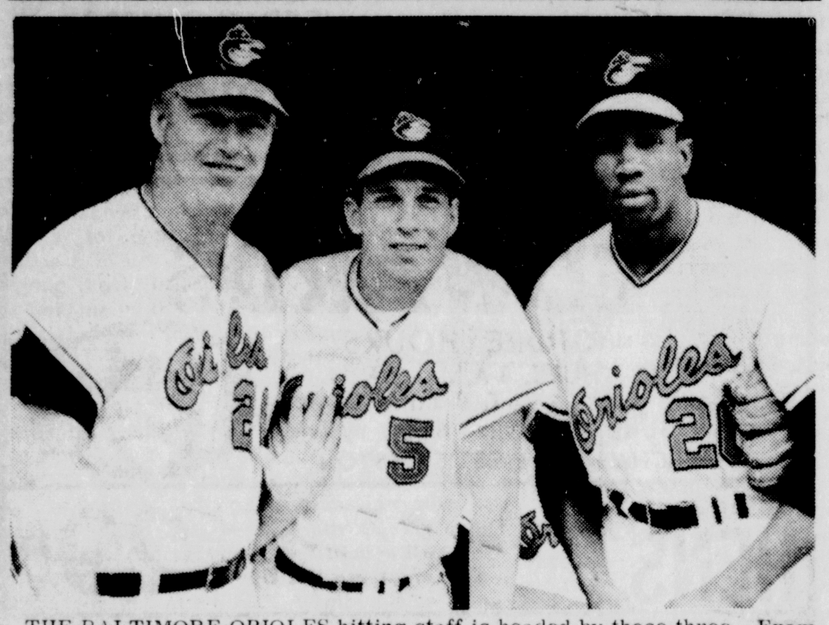
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The Sports Review

BY RON JAYNES, Sports Editor

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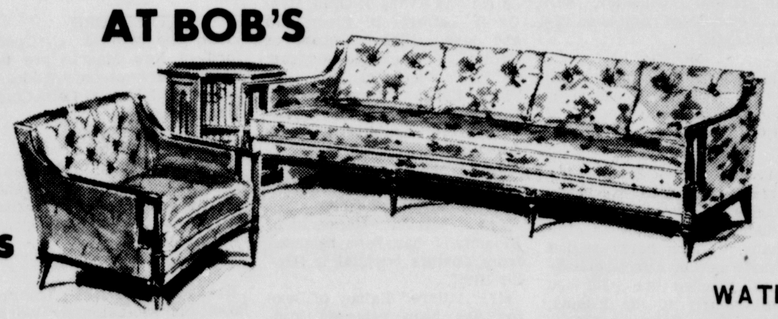
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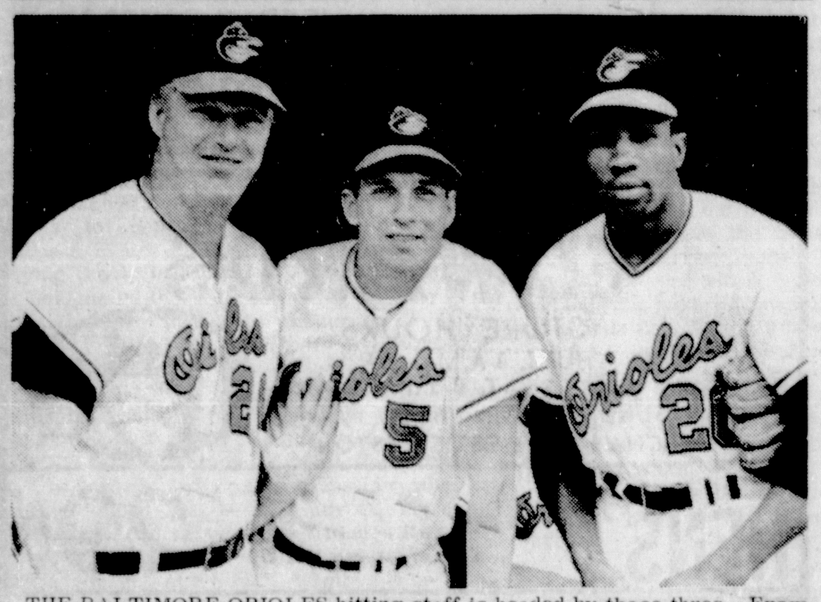


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HIGH SCHOOL FOOTBALL - FRIDAY, OCTOBER 7
Sikeston vs. Poplar Bluff Sikeston Public School Stadium, 7:30 p.m.
ADMISSION - ADULTS, $1.25 - STUDENTS, 50 CENTS
SEASON TICKETS - $4.00 - CAN BE BOUGHT AT THE GATE FRIDAY EVENING - RESERVED SEATS ON SALE AT THE FOOTBALL GAME FRIDAY NIGHT.

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LOS ANGELES (AP) - Clear skies and a high of 80 degrees are expected as the Los Angeles Dodgers and the Baltimore Orioles square off for round two in the World Series today.



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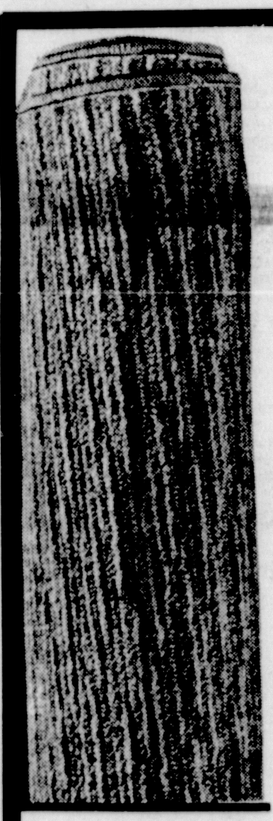
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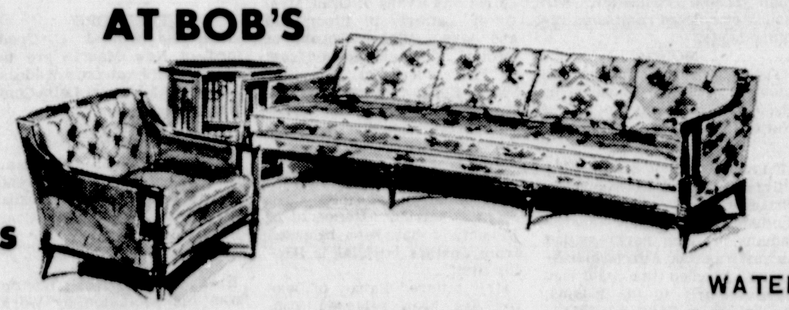


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THEY PLAY BEAUTIFULLY - PICK UP MANY STATIONS
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Sikeston vs. Poplar Bluff Sikeston Public School Stadium, 7:30 p.m.
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SEASON TICKETS - $4.00 - CAN BE BOUGHT AT THE GATE FRIDAY EVENING - RESERVED SEATS ON SALE AT THE FOOTBALL GAME FRIDAY NIGHT.

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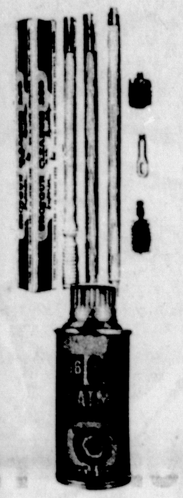
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SHELL BELT
Adjustable from 36 to 48 inches, 2 inch webbing, 25 elastic shell loops. (4261855) 88c

All Kinds of Ammo

3 PAIRS $1.00 With Coupon

INDIANAPOLIS JERSEY GLOVES
Brown jersey gloves with knit wrists protect your hands at a low, low price. Men's sizes (709) Boy's and Ladies sizes (709B)



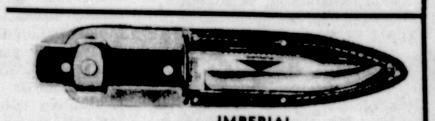
G-66 GUN TREATMENT
Complete gun treatment . . . cleans, lubricates, preserves in one operation. Leaves no gummy residue. (1055A) 88c
Your Choice Only 88c



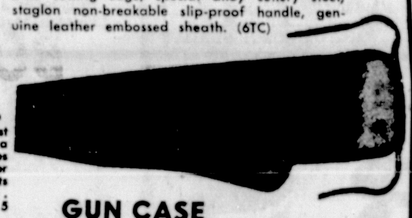
GUN BLUE
Cold chemical type, blues instantly . . . penetrating. (MB) 88c



OUTERS GUN OIL
A powerful rust preventative in a spray can. Removes and prevents finger prints. Protects metal surfaces . . . does not gum. 5 ounce size. $1.00 Value . . 88c



IMPERIAL HUNTING KNIFE
A $2.98 Value SPECIAL $1.98
A tough, low cost hunting knife. Tungsten carbide cutting edge, special alloy cutlery steel, staglon non-breakable slip-proof handle, genuine leather embossed sheath. (6TC)

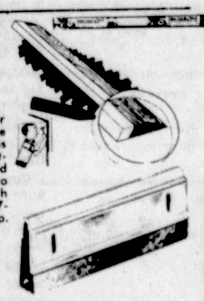


GUN CASE
Suedene exterior with soft flannel lining for best protection. Sturdy binding and tie tape. (450)
SPECIAL 98c

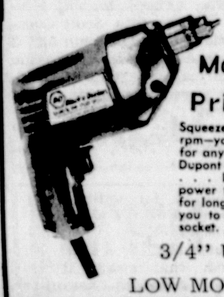


FROST-KING Weatherstrip Kit
Good quality brown felt with sized burlap back—the accepted standard of all hair felts. (S258/17) 19c Pkg.

FROST-KING DOOR WEATHERSTRIP KIT
$1.29 SPECIAL
Stops those annoying door slamming shocks and at the same time weather strips against door drafts with Frost-King wood and foam adhered to flexible wood strip. Easy to install. Comes complete with nails. 17 foot. Includes two 7-foot strips and one 3-foot strip. (WV17)



Moore Co. Special
FROST-KING DOOR BOTTOM
Brass plated steel and wool felt. Width 1½", length 36". Complete with screws. Special 29c



BLACK & DECKER MODEL U 100 ¼" DRILL
Moore Co. Price Only $8.90
Squeeze any speed from 0 to 2250 rpm—you've got the right speed for any job. Double insulated with Dupont Nylon for maximum safety . . . Long-life bearings provide power to spare. Heavy duty built for long life. Two wire cord allows you to plug in any 115 volt AC socket. (U207)
3/4" U 124 $11.60
LOW MOORE CO. PRICE

YALE Storm Door Chain 47c
Prevents damage to closer and door if blown open or opened beyond normal range. Zinc plated steel. 27 inches long. (2507)



SUPERIOR QUALITY $1.39 & UP
HAND SAW
26", taper ground, polished and full beveled filed saw in 8 and 10 points, pressure laminated marine hardwood handle. Quality saw at a low, low price. (125-8/125-10)
A $7.95 Value $5.95

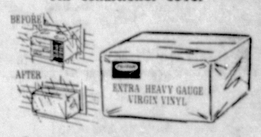
LAWN RAKE $2.99
Strong flexible spring steel teeth. Continuous loop design, nested and securely locked, with correct angle at tip. The curved spacer bar permits full flexing of tines. Extra select weather protected 52" ash handle. The perfect tool for raking up those fall leaves. (SR24)

BOW RAKE
Extra strong, practically unbreakable. Has curved teeth that really dig in. 5 ft. handle. A real "Yard and Garden Dream." (YB-14-4½) $1.99

ALL PURPOSE Hollow Back Shovel $2.19
An all purpose shovel . . . hollow back type . . rolled shoulder . . . high carbon, fully heat treated steel point. Semi-bright finish. 48" white ash handle. (AR248F)

For All Your Lawn and Gardening Tool Be Sure To See Us

RUSCO Air Conditioner Cover



Protect Your Air Conditioner From Winter Weather
SUPER SPECIAL $1.49 A $1.98 Value
MOORE CO. SPECIALS FOR OCTOBER



EASY HEAT AUTOMATIC HEAT BANDS
New safe-temp dual heat control provides dependable, low cost freeze protection. Stops water pipe freezing in temperatures to 50° below zero.
3 ft. - $2.75
6 ft. - $3.75
12 ft. - $4.25

HOUSEWARES GOLDEN VALUES"
PYREX-CORNING-WARE Specials



PYREX MIXING BOWL SET $3.95
A four piece mixing bow set with convenient handle for easy holding, spout for drip free pouring, nest flat for convenient storage. Consist of:
1½ pt. bowl
1½ qt. bowl
2½ qt. bowl
4 qt. bowl
Assorted colors and designs. (440-7/440-11/19WBP)



COME IN TODAY

CORNING-WARE SAUCEPAN
Super-ceramic Pyroceram saucepan lets you cook and serve in the same dish. Withstands heat or cold. Complete with see-through lid. 1 quart capacity. (P-1)
A $3.95 Value $2.86



CORNING-WARE YOUNG MODERNS SET
The perfect starter set for the young modern homemaker. Let's her prepare a whole meal. Consists of: 9 inch Skillet, 1 quart Saucepan, 1¾ quart Saucepan, 3 Covers, 1 quart Saucemaker, Detachable Handle, 2 Petite Pans. (P-60)
$16.99 A $19.95 Value



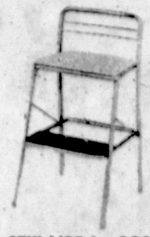
Mirro Teflon Electric PERCOLATOR
A new idea in coffee making. Teflon inside eliminates staining. Makes clean up easy. No more scouring . . . sponge and rinse out. Fully automatic . . . keeps coffee sipping hot until served. Bright aluminum finish with cordovan brown base cover and handle. Long drip proof spout . . . screw in top. 9 cup capacity. (MO17950)
A $10.88 Value $8.88



WORLDSBEST PORCH GATE SPECIAL $1.99
Keep the little people out of trouble. Prevent accidents. It's assembled and ready to hang. Easy to attach. Complete with all hardware. 6 ft. size. (533)
A $2.69 Value

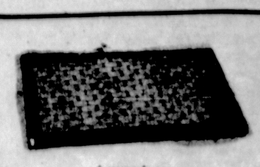


STYLAIRE by COSCO Utility BATH STOOL
A $3.99 Value SPECIAL $2.99
It's perfect for the bedroom or kitchen. Use it to reach those top shelves. Perfect for the kids to use. Has white enamel legs and frame. Black leather tread on top . . . Height 10½ inches. (5EWHI)

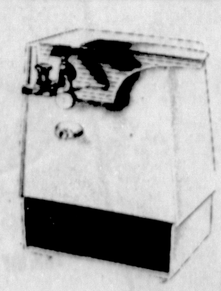


22 cup cool plastic trim Keeps Coffee Hot after Perking
MIRRO PARTY PERCOLATOR
Moore Co. Price Only 8.88

STYLAIRE by COSCO Folding STEP STOOL
A real double duty bargain. Foam cushion seat with scuff resistant upholstery . . . wipes clean with a damp cloth. Safe rubber tread step. Folds to a flat 5½" for storage by simply raising step. Beige color. (245-B)
A $10.95 Value. SPECIAL $7.95



American Throw Away AIR FILTERS
They keep your home clean and healthy. Filter better, last longer. Sizes: 16x20x1, 16x25x1, 20x20x1.
Check Our Low Low Prices



RIVAL ELECTRIC CAN OPENER
It's trim and thrifty . . . Opens all sizes and shapes of cans . . . Super-hard cutting blade and skip proof feed gear . . . Removable magnet for rinsing . . . Cord storage . . . Recessed carrying handle . . . Fold-a-way table rest . . . Beautiful white high impact styrene case with charcoal trim. (753)
SAVE $ $ $
SAVE $ $ $
$7.77
When You Buy at the Moore Co. You Save

FALL



RIVAL ELECTRIC KNIFE SPECIAL $11.88
Lightweight, easy handling, balanced for expert slicing and carving. Convenient push-button switch. Positive blade lock. Instant blade release. Matched stainless steel hollow ground blades with serrated edges. Grease guard built in table stand. 8 foot cord. (1220)
An $18.95 Value

SHOP MOORE CO. & SAVE

Easy Terms. Low Monthly Payments
Our Main Purpose is to Serve the Customer

THE MOORE CO.
2015 E Malone. CR 4-5560

BIGGER AND BETTER

APME Head Tells How Papers Have Changed in Last Decade

(Editor's Note: William B. Dickinson is Managing Editor of The Philadelphia Evening and Sunday Bulletin, and president of The Associated Press Managing Editors Association.)

By WILLIAM B. DICKINSON

Your newspaper is changing -- changing for the better -- even as you read it from day to day and week to week.

If you doubt this, you need only pay a visit to your local newspaper office or your local library and look in the back files for a newspaper of 10 years ago.

In most cases, you'll be startled by the extent of the changes that have been made -- changes in the direction of more attractive type dress, better makeup, more understandable headlines, more interesting and useful service features. And, most important of all, in improved news content.

Unless you're an unusually perceptive and thorough newspaper reader, it's unlikely that you will even have been aware of most of these changes -- because they have been made gradually, a bit here and a bit there. Never so suddenly as to disturb the habitual reader.

One thing you'll notice immediately -- your newspaper is thicker today than it was 10 years ago. There's more news, and there's more advertising.

As an example, my own paper, The Philadelphia Evening Bulletin, now is averaging a full five pages more of news and features a day than it was carrying less than 20 years ago. And The Sunday Bulletin has increased its news content even more.



WILLIAM B. DICKINSON

or bad, favorable or unfavorable -- is essential to the successful operation of a democracy."

But newspapers also have learned to go beyond and behind the news, to search out the situations and developments that concern the readers, and to report and write about them in a meaningful way.

There is much greater emphasis now than there was even 10 years ago on coverage of the fields of science, education, housing, health, business and finance -- all the areas which are of steadily increasing concern to a steadily better educated and more sophisticated audience.

Expert Reporters

To give adequate coverage to this sort of news, the papers have had to seek out experts, or train their own. Most reporters are college graduates; many have advanced degrees; and many more are continuing their educations, often with the financial support of their newspapers, in dozens of special college courses, seminars, and the like.

The first Amendment states simply that Congress shall make no law abridging the freedom of the press. But it does not enjoin others from chipping away at this freedom. That such attempts, many of them made by well-intentioned people, always have failed is due to the fact that most American newspapers have recognized the responsibility that their very freedom places upon them.

As Ben Reese, former managing editor of The St. Louis Post-Disptach and now co-chairman of the advisory board of the American Press Institute, has said, a community has the right to except from its newspaper not only to get the day-to-day news and features, but also these three things:

1. That the newspaper should be the guardian of the town.
2. That the newspaper should try its best to preserve public virtue.
3. That the newspaper must fight for the rights of its readers.

There is, Reese points out, no other agency in your town that can do this job.

Fight For Freedom

And he quotes the words of the late Joseph Pulitzer:

"A cynical, mercenary, demagogic press will produce in time a people as base as itself."

American newspapers, with rare exceptions, have not become cynical, or mercenary, or demagogic.

They fight for freedom through providing complete news, accurate, unbiased, decently presented, to give a free people the information they need to exercise their franchise intelligently. And by providing forceful editorial opinion, as well They provide a wide range of comment from columnists who express differing points of view. And, finally they offer a public forum in their "letters to the editors" columns.

In 1823, Thomas Jefferson said:

"The press is the best instrument for enlightening the mind of man, and improving him as rational, moral and social being."

Today, that remains the goal of the American newspaper.

Advertising Growth

The advertising story is equally dramatic. The Bureau of Advertising of the American Newspaper Publishers Association recently reported that newspapers are "in the midst of one of their greatest growth periods ever, with more than $1 billion of advertising revenues having been added during the past three years alone."

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But the biggest -- and most important -- change in newspapers has been in their selection and handling of the news they print. In part this has resulted from the competition provided by television and radio.

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The newspaper no longer has the function, in which it took pride for many years, of being first to reach the public with the big news breaks. While newspaper production methods have been speeded up in recent years, a major story, such as the assassination of a President, now reaches millions by way of the electronic media before a newspaper can put copies on the streets.

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"... The fact of the matter," he says, "is that it is simply impossible by the spoken word or the electronic tube to communicate all the information that any given individual citizen or community needs."

If Cronkite or any other TV or radio newsman were to read steadily for a half hour, he would barely be able to cover the news on the front page of your newspaper.

He could not give his listeners or viewers an adequate list of stock prices, he could not provide complete sports results, he could not deal with the plays, the movies, the books that are of interest, he could not give recipes and household hints and advice to the lovelorn, or comics, opinion columns, or editorial views, or any of the many other features which are a part of the daily newspaper.

More important, the electronic media cannot give the day-to-day news in the depth the people need to exercise their franchise as free citizens.

The Newspaper's Task

So the newspapers now have the task of putting flesh on the bare bones of the news, of illuminating an event or a situation in a way that will make it understandable to the reader.

It is the newspapers' acceptance of this role, and their concentration on it, that have caused many of the changes in their content.

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As Robert McLean, chairman of the board of The Bulletin and former president for 20 years of The Associated Press, has said:

"The publication of news -- the stark news, if you will -- news without bias or prejudice -- without intent to influence -- without regard to whether the news be goo

Scott County Health Center 1965 Annual Report

MATERNAL HEALTH

Admissions to service 138;
Special services to patients (vit., irontab., etc.) 254;
Conferences with private physicianc 18;
Field visits to patients 191;
Clinic and office visits by patients 386;
Blood tests for syphilis 138;
Blood tests for Rh factor 138;
Blood tests for hemaglobin 386;
Urinalysis 386;
Classes for midwives 12;
Parent's classes 12;
Field visits to supervise midwives 108;
Total number of services 2610;
Total hours spent doing maternity services 1215.5 hrs.

The Scott County Health Department has had a pre-natal clinic at Sikeston for 15 years. For the first 6 years any untrained "granny woman" who wanted to deliver a baby in the area could do so. She had little supervision, and asked for none. Her kit was frequently a dirty black purse which contained among other things tobacco, a twins string (to tie the umbilical cord), a pair of rusty, household scissors (to cut the cord), and perhaps medicine that could be very harmful in the hands of the ignorant. We tried to remove the drugs that might have tragic results from the purses, but the midwife usually replaced them and went on as before.

Premature and still-births were frequently never reported at all; so an accurate count of still - births was impossible.

In 1955, we had 4 maternal deaths that seemed to be unnecessary. That same year, 4 new born babies died of lockjaw infection contracted through the use of dirty scissors or a pocket knife to cut the umbilical cord. Mrs. Anna Smith, Public Health Nurse and trained midwife, agreed to help educate midwives in Scott County. One day each month and 3 days in August were set aside for formal classes. All midwives were required to attend classes. They bought standard cases which were inspected frequently. They were observed at least twice each year when doing a delivery. They were taught to recognize abnormal symptoms and to get the patients to hospitals at once if such symptoms appeared. Soon the inferior midwives dropped out of the program, and we were left with two well - trained responsible women.

There have been two maternal deaths from our patient-load since 1956. One woman died because her husband refused to take her to the hospital when he was told to do so. The other was hospitalized, had excellent care, but died in spite of it.

Our patients come from all of Scott County, and often from Stoddard County. We are not responsible for Stoddard County patients, but none is turned away.

All patients must have at least 4 examinations by a competent doctor, either in our clinic, or by a private physician who must send a written report that he has seen the patient and found her pregnancy to be normal, and that she may have a home delivery by a midwive. If an abnormality which cannot be corrected before labor is found, delivery must be in a hospital by the family physician.

We have had almost no still - births for the last two years. We believe better prenatal care, and better nutrition since commodities have been distributed to needy families, to be responsible. This is one program that has shown great strides in saving human lives, and we are justly proud of it.

(to be continued)

Hero Known as Mr. Viet Nam Honored Posthumously

WASHINGTON AP -- His fellow officers called him "Mr. Viet Nam" -- the Marine's Marine who knew the most about planning an assault against Viet Cong guerrillas.

Lt. Col. Joseph E. Muri posthumously received the Navy Cross and the Legion of Merit Wednesday for his extraordinary heroism in a key battle 13 months ago that provided the United States with one of its first major victories in South Viet Nam.

Among the guests at the ceremony was his son, Cadet Joseph E. Muir II, 18, of the U. S. Military Academy at west Point.

Lt. Col. Muir's battle citation tells the story:

"With utter disregard for his own safety, Col. Muir fearlessly exposed himself to intense enemy fire while leading his battalion against insurgent Viet Cong forces. Though fully cognizant of the danger, he repeatedly positioned himself in the midst of the violent action.

"Upon encountering strong enemy resistance, he joined the assault companies in front line positions to personally direct their advance and succeeded in conquering two of the more strongly defended hostile areas, resulting in 215 confirmed enemy dead."

Muir's 3rd Battalion, 3rd Marine Division, was then in the midst of Operation Starlight, an amphibious landing that scattered two Viet Cong regiments massing to attack the important Chu Lai base near Da Nang.

The battle was a big morale booster for the Marines, then newly committed to Viet Nam: It marked one of the few times tricky Viet Cong units had been trapped and battered by U.S. forces.

Muir lived through that particular hell, but three weeks later -- Sept. 11, 1965 -- he was again near the front during a skirmish and stepped on a mine. He was instantly killed -- th e first and, thus far, only Marine battalion commander to die in the Viet Nam war. He was 37.

"He was Mr. Viet Nam to his contemporaries," one Pentagon officer recalled Tuesday. "He was our contact -- the guy who knew the most about operations."

No Children in School After 38 Years

ADVANCE -- Mr. and Mrs. Frank Westbrook, of Advance, say this fall seems strange to them. It is the first time in 38 years they do not have children in the local school.

The Westbrooks' first child -- the oldest of 12 -- started to school in 1928; the youngest was graduated from high school last year.

"It doesn't seem right," Mrs. Westbrook says, "for the school bus to pass without stopping."

GO TO CHURCH SUNDAY

St. Louis Man Heads Principals

COLUMBIA -- LeRoy Amen, principal of Lindbergh high school, St. Louis, has been elected president of the Missouri Association of secondary school principals.

Other officers elected were: Vice-president, Alvin Lowe, principal of Marshall high school, and secretary, Arthur Keller, principal of Poplar Bluff high school.

Snakes, having no ear openings, pick up vibrations through the ground.

An octopus may be as large as six feet in the Mediterranean and 28 feet, arm-to-arm span, in the Pacific.



FAT OVERWEIGHT

Available to you without a doctor's prescription, our product called Galaxon. You must lose ugly fat or your money back. Galaxon is a tablet and easily swallowed. Get rid of excess fat and live longer. Galaxon costs $3.00 and is sold on this guarantee: if not satisfied for any reason, just return the package to your druggist and get your full money back. No questions asked. Galaxon is sold with this guarantee by:

Heisserer's Rx Pharmacy-Sikeston-Mail Orders Filled

GRABER'S

YOU'LL LOOK YOUR BEST ALL DAY . . .

THESE SPORT SHIRTS ARE PERMANENTLY PRESSED

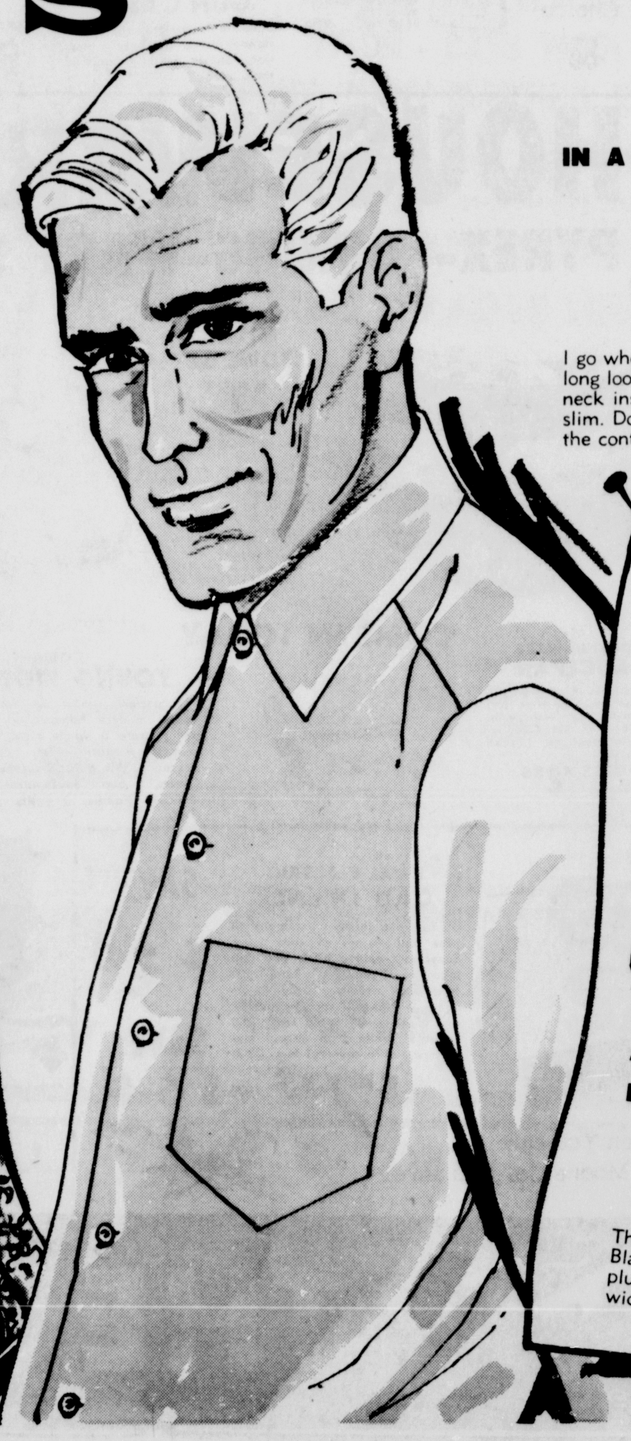
. . . THEY DRY READY TO WEAR WITH ABSOLUTELY

No Ironing Ever!

3.99

PERMA-PRESS PAISLEY print with a crisp, silk like texture. Tapered model has button down collar, long tails. Permanently pressed combed cotton never needs ironing. Machine wash, tumble dry. Large, medium or small paisley prints on light or dark grounds. S, M, L.

PERMA-PRESS DACRON BLEND with semi-spread, permanent-stay collars. The blend of 65% polyester and 35% combed cotton never needs ironing . . . stays fresh and crisp. Blue, cranberry, dark maize, burgandy. S, M, L, XL.



"I'm the Brolly Male ...Call Me Boss"

IN A PULLOVER THAT TURTLES HIGH, HIGH

3.99

I go where the gear is on. Top. Not in a limo but on a motor. I like the lean long look . . . the high, high look. It's this pullover V-neck with the knit turtle neck insert that's the big boss. This feels like a shirt should . . . tight and slim. Don't boss me with a square shirt. Give me this solid color challis with the contrasting V-neck stripe. Navy, burgandy, whiskey. S, M, L.



AND CALL ME BOSS IN MY NEW SHARPER SPAT BOOTS

10.99

This is it . . . the real Mod last . . . long and lean. Black smooth leather base with a black grain stack . . . plus zipper side for a tight, tight fit. Sizes 7 to 11, D width.

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Expert Reporters

To give adequate coverage to this sort of news, the papers have had to seek out experts, or train their own. Most reporters are college graduates; many have advanced degrees; and many more are continuing their educations, often with the financial support of their newspapers, in dozens of special college courses, seminars, and the like.

The first Amendment states simply that Congress shall make no law abridging the freedom of the press. But it does not enjoin others from chipping away at this freedom. That such attempts, many of them made by well-intentioned people, always have failed is due to the fact that most American newspapers have recognized the responsibility that their very freedom places upon them.

As Ben Reese, former managing editor of The St. Louis Post-Disptach and now co-chairman of the advisory board of the American Press Institute, has said, a community has the right to except from its newspaper not only to get the day-to-day news and features, but also these three things:

1. That the newspaper should be the guardian of the town.
2. That the newspaper should try its best to preserve public virtue.
3. That the newspaper must fight for the rights of its readers.

There is, Reese points out, no other agency in your town that can do this job.

Fight For Freedom

And he quotes the words of the late Joseph Pulitzer:

"A cynical, mercenary, demagogic press will produce in time a people as base as itself."

American newspapers, with rare exceptions, have not become cynical, or mercenary, or demagogic.

They fight for freedom through providing complete news, accurate, unbiased, decently presented, to give a free people the information they need to exercise their franchise intelligently. And by providing forceful editorial opinion, as well They provide a wide range of comment from columnists who express differing points of view. And, finally they offer a public forum in their "letters to the editors" columns.

In 1823, Thomas Jefferson said:

"The press is the best instrument for enlightening the mind of man, and improving him as rational, moral and social being."

Today, that remains the goal of the American newspaper.

Scott County Health Center 1965 Annual Report

MATERNAL HEALTH

Admissions to service 138;
Special services to patients (vit., irontab., etc.) 254;
Conferences with private physicianc 18;
Field visits to patients 191;
Clinic and office visits by patients 386;
Blood tests for syphilis 138;
Blood tests for Rh factor 138;
Blood tests for hemaglobin 386;
Urinalysis 386;
Classes for midwives 12;
Parent's classes 12;
Field visits to supervise midwives 108;
Total number of services 2610;
Total hours spent doing maternity services 1215.5 hrs.

The Scott County Health Department has had a pre-natal clinic at Sikeston for 15 years. For the first 6 years any untrained "granny woman" who wanted to deliver a baby in the area could do so. She had little supervision, and asked for none. Her kit was frequently a dirty black purse which contained among other things tobacco, a twins string (to tie the umbilical cord), a pair of rusty, household scissors (to cut the cord), and perhaps medicine that could be very harmful in the hands of the ignorant. We tried to remove the drugs that might have tragic results from the purses, but the midwife usually replaced them and went on as before.

Premature and still-births were frequently never reported at all; so an accurate count of still-births was impossible.

In 1955, we had 4 maternal deaths that seemed to be unnecessary. That same year, 4 new born babies died of lockjaw infection contracted through the use of dirty scissors or a pocket knife to cut the umbilical cord. Mrs. Anna Smith, Public Health Nurse and trained midwife, agreed to help educate midwives in Scott County. One day each month and 3 days in August were set aside for formal classes. All midwives were required to attend classes. They bought standard cases which were inspected frequently. They were observed at least twice each year when doing a delivery. They were taught to recognize abnormal symptoms and to get the patients to hospitals at once if such symptoms appeared. Soon the inferior midwives dropped out of the program, and we were left with two well-trained responsible women.

There have been two maternal deaths from our patient-load since 1956. One woman died because her husband refused to take her to the hospital when he was told to do so. The other was hospitalized, had excellent care, but died in spite of it.

Our patients come from all of Scott County, and often from Stoddard County. We are not responsible for Stoddard County patients, but none is turned away.

All patients must have at least 4 examinations by a competent doctor, either in our clinic, or by a private physician who must send a written report that he has seen the patient and found her pregnancy to be normal, and that she may have a home delivery by a midwive. If an abnormality which cannot be corrected before labor is found, delivery must be in a hospital by the family physician.

We have had almost no still-births for the last two years. We believe better prenatal care, and better nutrition since commodities have been distributed to needy families, to be responsible. This is one program that has shown great strides in saving human lives, and we are justly proud of it.

(to be continued)

Hero Known as Mr. Viet Nam Honored Posthumously

WASHINGTON AP -- His fellow officers called him "Mr. Viet Nam" -- the Marine's Marine who knew the most about planning an assault against Viet Cong guerrillas.

Lt. Col. Joseph E. Muri posthumously received the Navy Cross and the Legion of Merit Wednesday for his extraordinary heroism in a key battle 13 months ago that provided the United States with one of its first major victories in South Viet Nam.

Among the guests at the ceremony was his son, Cadet Joseph E. Muir II, 18, of the U. S. Military Academy at West Point.

Lt. Col. Muir's battle citation tells the story:

"With utter disregard for his own safety, Col. Muir fearlessly exposed himself to intense enemy fire while leading his battalion against insurgent Viet Cong forces. Though fully cognizant of the danger, he repeatedly positioned himself in the midst of the violent action.

"Upon encountering strong enemy resistance, he joined the assault companies in front line positions to personally direct their advance and succeeded in conquering two of the more strongly defended hostile areas, resulting in 215 confirmed enemy dead."

Muir's 3rd Battalion, 3rd Marine Division, was then in the midst of Operation Starlight, an amphibious landing that scattered two Viet Cong regiments massing to attack the important Chu Lai base near Da Nang.

The battle was a big morale booster for the Marines, then newly committed to Viet Nam: It marked one of the few times tricky Viet Cong units had been trapped and battered by U.S. forces.

Muir lived through that particular hell, but three weeks later -- Sept. 11, 1965 -- he was again near the front during a skirmish and stepped on a mine. He was instantly killed -- the first and, thus far, only Marine battalion commander to die in the Viet Nam war. He was 37.

"He was Mr. Viet Nam to his contemporaries," one Pentagon officer recalled Tuesday. "He was our contact -- the guy who knew the most about operations."

No Children in School After 38 Years

ADVANCE -- Mr. and Mrs. Frank Westbrook, of Advance, say this fall seems strange to them. It is the first time in 38 years they do not have children in the local school.

The Westbrooks' first child -- the oldest of 12 -- started to school in 1928; the youngest was graduated from high school last year.

"It doesn't seem right," Mrs. Westbrook says, "for the school bus to pass without stopping."

GO TO CHURCH SUNDAY

St. Louis Man Heads Principals

COLUMBIA -- LeRoy Amen, principal of Lindbergh high school, St. Louis, has been elected president of the Missouri Association of secondary school principals.

Other officers elected were: Vice-president, Alvin Lowe, principal of Marshall high school, and secretary, Arthur Keller, principal of Poplar Bluff high school.

Snakes, having no ear openings, pick up vibrations through the ground.

An octopus may be as large as six feet in the Mediterranean and 28 feet, arm-to-arm span, in the Pacific.



FAT OVERWEIGHT

Available to you without a doctor's prescription, our product called Galaxon. You must lose ugly fat or your money back. Galaxon is a tablet and easily swallowed. Get rid of excess fat and live longer. Galaxon costs $3.00 and is sold on this guarantee: if not satisfied for any reason, just return the package to your druggist and get your full money back. No questions asked. Galaxon is sold with this guarantee by:

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GRABER'S

YOU'LL LOOK YOUR BEST ALL DAY . . .

THESE SPORT SHIRTS ARE PERMANENTLY PRESSED

. . . THEY DRY READY TO WEAR WITH ABSOLUTELY

No Ironing Ever!

3.99



PERMA-PRESS PAISLEY print with a crisp, silk like texture. Tapered model has button down collar, long tails. Permanently pressed combed cotton never needs ironing. Machine wash, tumble dry. Large, medium or small paisley prints on light or dark grounds. S, M, L.

PERMA-PRESS DACRON BLEND with semi-spread, permanent-stay collars. The blend of 65% polyester and 35% combed cotton never needs ironing . . . stays fresh and crisp. Blue, cranberry, dark maize, burgandy. S, M, L, XL.

"I'm the Brolly Male ...Call Me Boss"

IN A PULLOVER THAT TURTLES HIGH, HIGH

3.99

I go where the gear is on. Top. Not in a limo but on a motor. I like the lean long look . . . the high, high look. It's this pullover V-neck with the knit turtle neck insert that's the big boss. This feels like a shirt should . . . tight and slim. Don't boss me with a square shirt. Give me this solid color challis with the contrasting V-neck stripe. Navy, burgandy, whiskey. S, M, L.

AND CALL ME BOSS IN MY NEW SHARPER SPAT BOOTS

10.99

This is it . . . the real Mod last . . . long and lean. Black smooth leather base with a black grain stack . . . plus zipper side for a tight, tight fit. Sizes 7 to 11, D width.

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ABOUT OUR SCHOOLS

by LYNN TWITTY

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Most important naturally, is the value of a nutritious, well balanced noon - day meal for our growing youngsters. Their health is better and they learn better because of the school lunch program.

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Leman Shell

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Locomotion of a fish is relatively simple. The weight of the body is about that of the water it floats in. Power is provided by side to side motion of the fins.

Has about
1/2
the calories
of
whole milk

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QUALITY CHEKD

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— x — x —
The low - fat milk with the whole milk taste

Reiss
QUALITY CHEKD

Q C 2
— x — x —
The economical low - fat milk cost pennies less

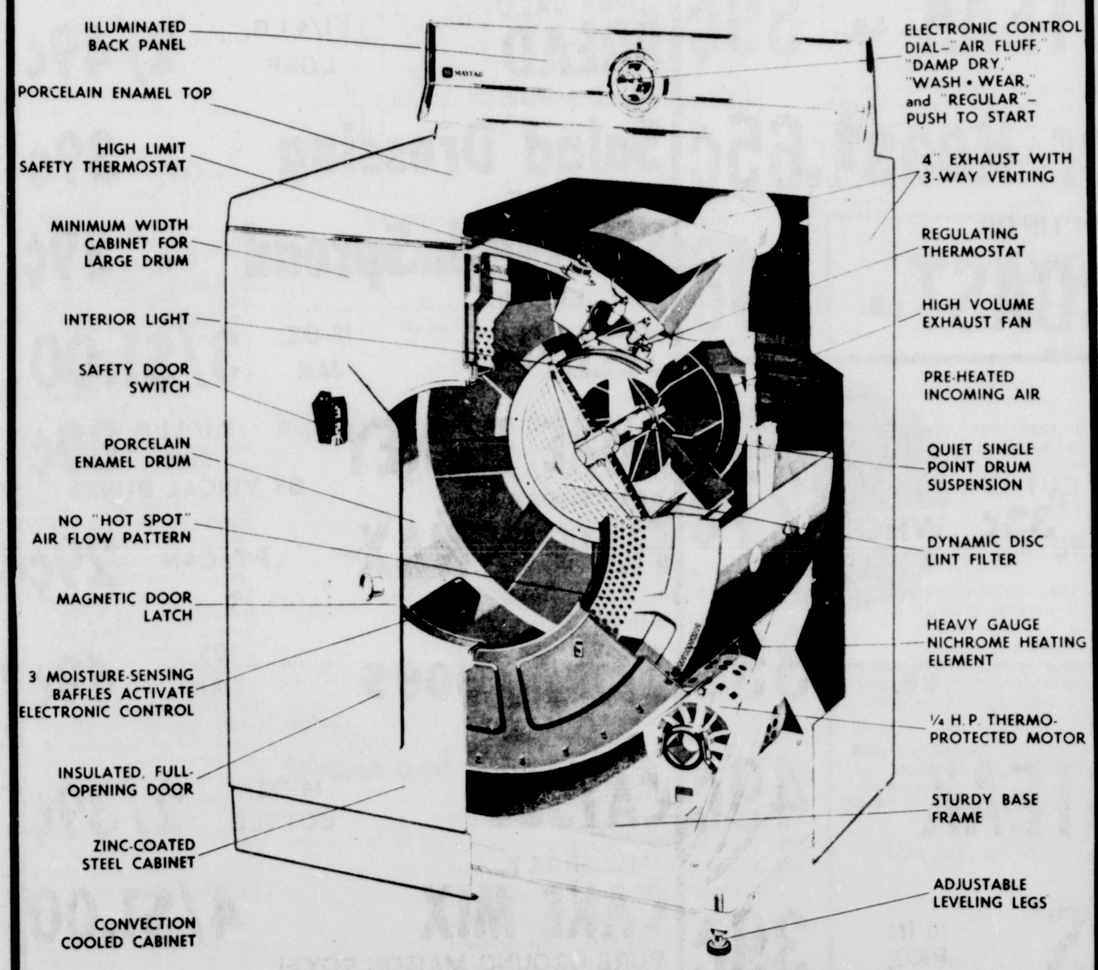
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We Are Not Ashamed To Expose The Insides Of Our Dryers. Quality Is More Than Skin Deep.

PUT IN YOUR CLOTHES, PUSH ONE BUTTON, AND THE "HALO OF HEAT" DRYER DRIES THEM JUST RIGHT IN SAFE LOW TEMPERATURES.
Listed below are reasons why Maytag is a safer for your fabrics and more economical to operate.



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WALKER'S Super Mkt.
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(Across from Jr. High School) 402 Moore Ph. GR 1-1054

Domino POWDERED & BROWN SUGAR 2 BOXES 29¢
GRAND PRIZE PEACH HALVES 4 2 1/2 CANS $1.00
RADIO Fresh Shelled BLACKEYED PEAS 2 CANS 25¢
RADIO SPINACH 2 CANS 25¢
JELLO ALL FLAVORS 3 BOXES 27¢
DREAM WHIP (LARGE SIZE) 29¢
Betty Crocker YELLOW OR WHITE CAKE MIX BOX 29¢
WELCH GRAPE JELLY 20 OZ. JAR 39¢
Tast Good MARGARINE POUND 19¢
Hungry Jack PANCAKE MIX 2# BOX 39¢
CREST TOOTH PASTE LARGE SIZE 49¢ EXTRA LARGE SIZE 69¢
LINEN MOPS EACH 49¢
FLAVOR KIST COOKIES Oatmeal Raisin, Fig Bars, Choc. Marble 3 PKGS. $1.00
CABBAGE 2 POUNDS 15¢
CELERY BUNCH 10¢
CARROTS 2 PKGS. 15¢
LEMONS DOZEN 25¢
MEAT
Rogers Grade A Fryers CUT UP OR WHOLE LB. 29¢
Pure GROUND BEEF LB. 45¢
ARMOUR STAR Broadbrested Hen 10# AVG. Grade A Turkeys LB. 49¢
R.B. RICE'S SAUSAGE LB. 69¢
COUNTRY STYLE BACK BONE LB. 69¢
Pork Shoulder Chops LB. 59¢
GRADE A SLICED BACON LB. 79¢
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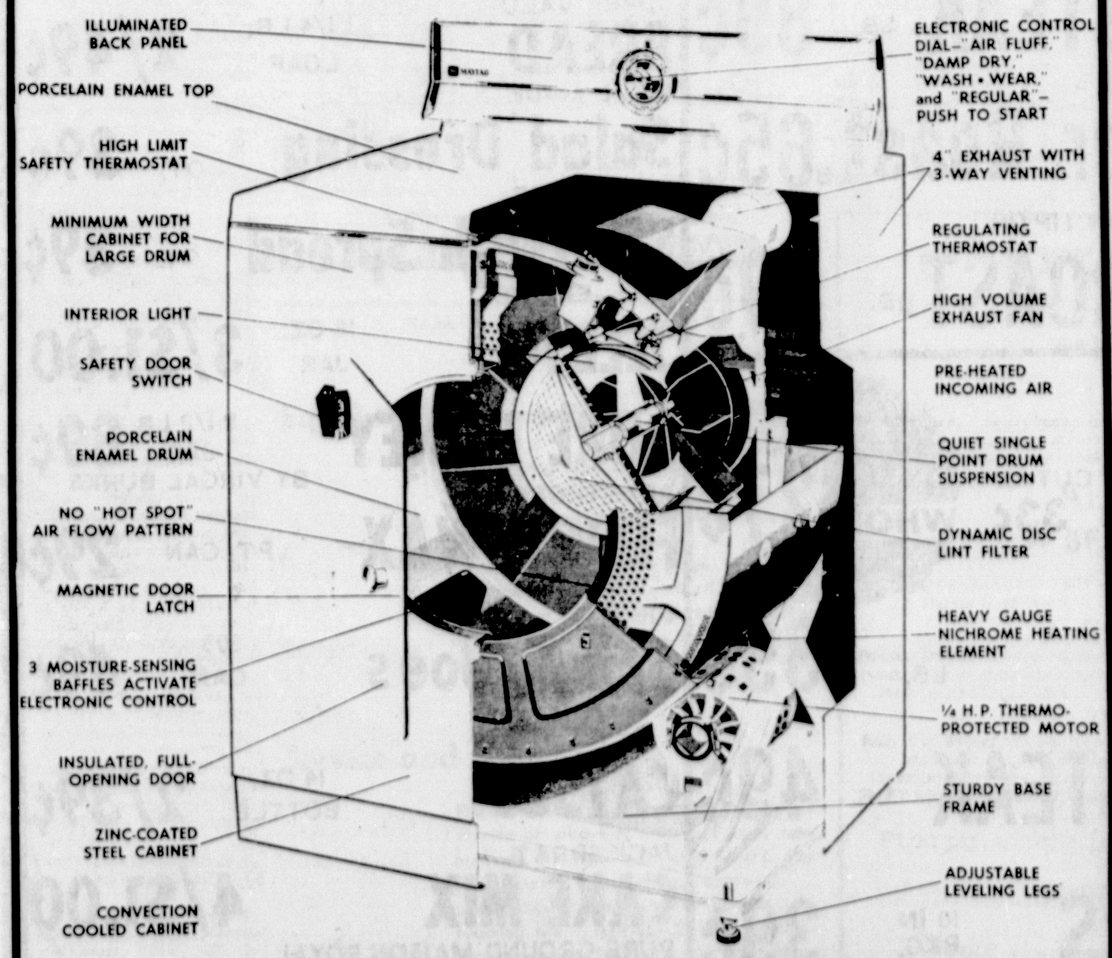
Locomotion of a fish is relatively simple. The weight of the body is about that of the water it floats in. Power is provided by side to side motion of the fins.

Has about
1/2
the calories
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Reiss
QUALITY CHEKD
Q C 2
— × — × —
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The economical low - fat milk cost pennies less
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LINCOLN SCHOOL SIXTH GRADERS, numbering 35, with their teacher, Mrs. Judy Wilburn, had completed studying early western world printing by Johannes Gutenberg, a German who was the first to use movable type in the western world. The group took a tour through the Daily Standard office Tuesday, to view operations of a modern Web offset newspaper plant.

Suicide Prevention Agency Established

ST. LOUIS (AP)—Working on the idea that most potential suicides need someone to talk to, St. Louis County Coroner Raymond I. Harris and the Mental Health Association hav established Suicide Prevention Inc.

Similar organizations have been started in Los Angeles, Boston; Orlando, and Miami Beach, Fla.

"We took the best of these operations," said Harris, "and began our own organization."

He said the suicide rate in St. Louis County had risen about 20 per cent a year for the past five years. In 1965 there were 86 suicides in the county and 60 in the city of St. Louis.

"We've got to cut down on this useless taking of life," said Harris. "By setting up an agency where a potential suicide can receive help, we may do it."

Fifteen volunteers began classes Tuesday night in how to respond when receiving calls from despondents or potential suicides.

"These people will be receiving calls from despondents who just need someone to talk to," said Harris. "Other calls will come from friends or relatives of those with problems. These will be referred to a proper agency or psychiatrist."

He said the 15 persons who will receive the calls on a special answering service at night were chosen from a list of 50 after interviews and tests.

The Mental Health Association will receive the calls during the day and the County Coroner's office, whose personnel also will be trained, will backstop the volunteers at night.

"This will be a concentrated attempt to cut down on the increasing number of suicides and give troubled people an avenue for help whether it be from a psychiatrist or a clergyman," said Harris.

Suicide Prevention Inc. will start taking calls during the day and will be received within two weeks.

Harris said the use of volunteers would make the cost of the corporation's operation minimal - between $500 and $,000 a year.

Poor Cotton Crop in Southeast Missouri

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SPECIAL OF THIS WEEK



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PY-O-MY Instant Potatoes BOX 10¢



LINCOLN SCHOOL SIXTH GRADERS, numbering 35, with their teacher, Mrs. Judy Wilburn, had completed studying early western world printing by Johannes Gutenberg, a German who was the first to use movable type in the western world. The group took a tour through the Daily Standard office Tuesday, to view operations of a modern Web offset newspaper plant.

Suicide Prevention Agency Established

ST. LOUIS (AP)—Working on the idea that most potential suicides need someone to talk to, St. Louis County Coroner Raymond I. Harris and the Mental Health Association hav established Suicide Prevention Inc.

Similar organizations have been started in Los Angeles, Boston; Orlando, and Miami Beach, Fla.

"We took the best of these operations," said Harris, "and began our own organization."

He said the suicide rate in St. Louis County had risen about 20 per cent a year for the past five years. In 1965 there were 86 suicides in the county and 60 in the city of St. Louis.

"We've got to cut down on this useless taking of life," said Harris. "By setting up an agency where a potential suicide can receive help, we may do it."

Fifteen volunteers began classes Tuesday night in how to respond when receiving calls from despondents or potential suicides.

"These people will be receiving calls from despondents who just need someone to talk to," said Harris. "Other calls will come from friends or relatives of those with problems. These will be referred to a proper agency or psychiatrist."

He said the 15 persons who will receive the calls on a special answering service at night were chosen from a list of 50 after interviews and tests.

The Mental Health Association will receive the calls during the day and the County Coroner's office, whose personnel also will be trained, will backstop the volunteers at night.

"This will be a concentrated attempt to cut down on the increasing number of suicides and give troubled people an avenue for help whether it be from a psychiatrist or a clergyman," said Harris.

Suicide Prevention Inc. will start taking calls during the day and will be received within two weeks.

Harris said the use of volunteers would make the cost of the corporation's operation minimal - between $500 and $,000 a year.

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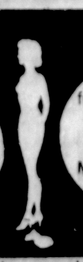
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PUBLIC NOTICES

Required by law to inform citizens of matters affecting them or their property.

NOTICE TO CONTRACTORS

Sealed bids for CONSTRUCTION OF A REGIONAL DIAGNOSTIC CLINIC - - MENTAL RETARDATION, LOCATED IN SIKESTON, MISSOURI, will be received at the office of the Director, Division of Planning and Construction, State of Missouri, Room 102, State Capitol Building, Jefferson City, Missouri, until 1:30 P.M. C. D. T., October 25, 1966, and then publicly opened and read aloud. A certified check, bank draft or a bid bond executed by the bidder and an approved Surety Company in the amount of five (5 percent) of the bid shall be submitted with each Proposal.

Plans and specifications are available to General Contractors only. Two sets can be secured from Buchmueller, Whitworth and Associates, Architects and Engineers, 412 Tanner Street, Sikeston, Missouri, upon deposit of $50.00 per set, in the form of a certified or cashier's check payable to the Division of Planning and Construction, State of Missouri.

Bidders must agree to comply with Prevailing Wage Rate Provisions and other Statutory regulations as referred to in the specifications.

John D. Paulus Jr.,
Director
Division of Planning
and Construction
312 Inc. 8

TRUSTEE'S SALE

WHEREAS, Harold B. Moore and Willie Mae Moore his wife, by a certain Deed of Trust dated the 30th day of August, 1965, and recorded in the office of the Recorder of Deeds for the County of Scott and the State of Missouri, in Book 147, Page 697, conveyed to the undersigned Trustee the following described real estate situated in the County of Scott and State of Missouri, to wit:

All of Lot Numbered Fifty-three (53) of "Country Club Estates" Subdivision in Section 31 and 32, Township 30 North, Range 14 East, Scott County, Missouri, as shown by plat of same filed for record in the Office of the Recorder of Deeds fo Scott County, Missouri, on July 22nd, 1963, at 10:45 A.M., and recorded in Plat Book No. 10, at page 33 thereof. Excepting from the above all rights-of-way or easements, if any, affecting the same.

Which conveyance was made to the undersigned in trust to secure the payment of a certain Promissory Note in said Deed specified; and

WHEREAS, said note is now past due and remains unpaid default having been made in the payment of said note.

NOW, THEREFORE, at the request of the legal holder of said Note and in pursuance of the conditions of said Deed of Trust, the undersigned Trustee will sell the property above described at public vendue to the highest bidder for cash at the Main Front door of the Circuit Court House in the City of Benton, Scott County, Missouri, on October 18, 1966, between the hours of 9:00 A.M., and 5:00 P.M., for the purpose of satisfying said indebtedness and the cost of executing this trust.

Roberts T. Williams, Trustee
308-1-7-13

Hitler invaded Poland Sept. 1, 1939.

TRUSTEE'S SALE

WHEREAS, Richard Riley and Vera Riley, his wife, by a certain Deed of Trust dated the 15th day of April, 1961, and recorded in the office of the Recorder of Deeds for the County of Scott and the State of Missouri, in Book 127, Page 177-180 conveyed to the undersigned Trustee the following described real estate situated in the County of Scott and State of Missouri, to wit:

A small tract of land out of United States Private Surveys 2478, Township Numbered 29 North, Range Numbered 14 East of the Fifth Principal Meridian and now known as a part of Lot 2, of Block 1 of the George J. Arnold Addition to Ancell, Scott County Missouri, as shown by plat of same, recorded in Recorder's Office of Scott County Missouri in Plat Book 9, Page 10, thereof and bounded and described as follows: Beginning at the N. E. corner of Lot 3 in Block 1 of the same addition and better known as the Walter Sanders Tract; beginning at this point and extending N. along said W. line of Mulberry Street a distance of 120 feet to be the N. E. corner of tract deeded; thence in a Western direction a distance of 142 feet, this being the N. W. corner of said tract deeded; thence S. a distance of 120 feet to a point in the S. W. corner; thence E. along said N. line of Lot Numbered 3, in Block 1 of said Addition named in the above, to the point of beginning a distance of 142 feet; all being a part of the U. S. P. S. 2478, Township 29 North, Range 14 East, in Scott County, Missouri.

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NOTICE OF FILING OF FINAL SETTLEMENT AND PETITION FOR DISTRIBUTION.

STATE OF MISSOURI)
SS.
COUNTY OF SCOTT)

IN THE PROBATE COURT OF SCOTT COUNTY, MISSOURI AT BENTON, MISSOURI.

In the Estate of)
Lena A. Galeener)
Deceased)
Estate No. 3014

TO ALL PERSONS INTERESTED IN THE ESTATE OF LENA A GALEENER, DECEASED:

Notice is hereby given that a final settlement and petition for determination of the persons who are the successors in interest to the personal and real property of the decedent and of the extent and character of their interests therein and for distribution of such property, will be filed in the Probate Court of Scott County, Missouri by the undersigned on the 7th day of November, 1966. or as continued by the court, and that any objections or exceptions to such settlement or petition or any item thereof must be in writing and filed within ten days after the filing of such settlement.

Thomas L. Arnold, Attorney, Benton, Missouri, Kingsdale 5-3522.

J. H. Yount, Jr., Executor, 711 North Kingshighway, Sikeston, Missouri, 63801, GR 1-0452.

7-13-18-25.

More men died from accidents in the home than women in 1965, The National Safety Council said 14,600 men died from firearms, poisoning gases, fires and suffocation while only 13,400 women died from the same causes around the house.

TRAFFIC DEATHS 133 KILLED

OCTOBER 1965

SUN	MON	TUE	WED	THU	FRI	SAT
					1 (6)	2 (6)
3 (8)	4 (5)	5 (5)	6 (4)	7 (4)	8 (4)	9 (10)
10 (3)	11 (2)	12 (3)	13 (3)	14 (5)	15 (4)	16 (10)
17 (7)	18 (4)	19 (4)	20 (2)	21 (1)	22 (5)	23 (8)
24	25 (5)	26 (8)	27	28	29 (1)	30 (6)
31 (4)						

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That's what studies have shown about the Classified page! Yes, the number of readers who read the "want ads" on the Classified page is equal to the number of readers of the front page. Don't you yourself look at the classified ads every issue? If you are one of the few who doesn't, you are missing both news and opportunity.

Service and News

The classified page provides both. The service of who has what for sale, rent or trade, for how much and where. The news that all advertising carries . . . about products, services, bargains. Just reading the classifieds is fun, and informative. We feel sure you must be a classified page reader . . . keep it up. But if you are one of the few who isn't, try it . . . this issue!

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SLEEPING ROOMS 1

ONE sleeping room for rent. GR 1-0630. 9-28-tf

Room for Rent for man. Phone GR 1-1078 after 3 p.m. 9-20-tf

UNFURNISHED APARTMENTS 2a

FOR RENT -- Unfurnished garage apartment. 3 Rooms and bath at 602 N. Main. Call GR-1-2373. 8-22-tf

FOR RENT -- 3 Rooms and bath. Unfurnished, $25.00 per month. Call GR 1-0499. 10-4-3t

FURNISHED APARTMENTS 2

FURNISHED Cottage for rent. North end. Utilities furnished. GR 1-5311. 10-6-tf

FOR RENT: Nice 3 room furnished apartment. Air conditioned. Call GR 1-2131 8 to 5. 9-23-tf

FOR RENT--Furnished apartment. Adults only. Phone GR1-5707. 5-18-tf

FURNISHED APTS -- Modern close in utilities furnished. Tel. GR 1-5702 or GR 1-9276.

FOR RENT -- Furnished 3 room cottage. Utilities paid. Adults. GR 1-3403. 10-4-4t

FOR RENT -- 3 Furnished rooms. GR 1-4469. 10-4-tf

FOR RENT
One and two bedroom apartments. Central air conditioning. Furnished or unfurnished.
KAY APARTMENTS
120 W. Kathleen
GR 1-4800 or GR 1-9627

FOR RENT: 4 room furnished upstairs apartment. GR 1-1836. 9-23-tf

FOR RENT -- Furnished apartment. Adults. Call GR 1-0416. 9-29-tf

FOR RENT--Houses and apartments, furnished and unfurnished. Call GR 1-5509, GR 1-1219 or GR 1-1106. 7-6-tf

HOUSES FOR RENT

HOUSE for rent. 4 Rooms and bath, $25.00 month, 109 Ruth St. Call GR 1-1629. 10-4-6t

FOR RENT -- 4 room house, 407 Wilson, $35.00 per month. GR 1-4168. 8-16-tf

5 Room house with bath. 618 Vernon. Inquire at 620 Vernon before 3:30 p.m. 10-4-5t

MISC. FOR RENT 4

FOR RENT: 2 trailer spaces, water furnished. Call GR 1-1064 or GR 1-1061. 9-24-tf

Two bedroom trailer. 314 Kendall. 10-6-7t

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PIANOS AND ORGANS
Baldwin and Wurlitzer. Finest quality at reasonable prices and terms. Rental Plan available.
Keith Collins Piano Co.
98 N. Kingshighway GR1-4531 9-20-tf

MISC. FOR SALE 5

FULLER BRUSH
GR 1-5095 8-30-tf

FOR SALE -- Thin aluminum plates. 24" by 36" -- 15 cents each. The Daily Sikeston Standard. 10-17-tf

ELECTROLUX
Vacuum Cleaners
C. D. Wright
Lilbourn, Mo. 9-7-tf

FOR SALE -- Frederick floatin air produce case, 20 ft. refrigerated, 10 ft. non refrigerated. Can be seen at Liberty Super Market. Contact Charles Collom. GR 1-2464 or GR 1-5470. 9-28-tf

KEEP your carpets beautiful despite constant footsteps of a busy family. Get Blue Lustre. Rent electric shampooer $1. Moore's Hardware. 10-3-6t

FROM the very first try no one can deny . . . Wipe Lustre rug cleaner is much more than they imply. Machine rental $1 per day with purchase. Smith-Alsop Paint & Wallpaper Company. 10-3-6t

THE GENERAL STORE
now open
311 W. Malone
We buy sell or trade for anything of value. 9-30-6t

FOR SALE -- Heavy duty Scwinn bicycle. Call GR 1-4325 after 4 p.m. 10-5-2t

FOR SALE -- Boy's size 16 jacket with hood, $10.00 and girl's size 6 all wool coat, $8.00. Both in excellent condition. GR 1-2549. 10-4-tf

MOBILE HOME for sale. Contact Dean Riggs, Jon Don Acres, Sikeston. 10-4-12t

ELECTROLUX
Orville Yates
GR 1-3341 7-12-tf

FOR RENT -- New & Used gas and electric golf carts. O.K. Radiator Shop, Dexter, Mo. 6-30-tf

REAL ESTATE 6

GROCERY & MARKET

Also handling gas in Arkansas town. Sales over $70,000 per year. A real buy. Part terms. Write P.O. Box 662, Sikeston or call GR 1-1930.

NOW IS THE TIME
to pick your farm

See the crops on this ideal family farm 286 Acres with irrigation. Good crop allotments. Nice home and another good house for your help or son-in-law. Yes, it's in the Delta Area. Will sell or trade for good stock farm.

Call GR 1-1678
Anna Lewis, Realtor
Route 2, Sikeston, Mo.

HOUSE For Sale -- One acre ground 3 miles south of Matthews. Phone GR 1-3806. 10-4-3t

FOR SALE -- 160 Acre pasture farm. Holds 50 cows. $150.00 per acre. Phone TU 7-4508. 2-23-tf

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Need 2 men of good character, bondable and good car. If you can qualify, send resume to: Grover Jennings, 1735 Big Bend Blvd., St. Louis, Missouri 63117.

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NUMEROUS JOB OPPORTUNITIES AT CATERPILLAR TRACTOR CO.

JOLIET, ILL.

*Production Weldors

*Production Machine Operators

*Beginning Factory Workers

*Excellent Opportunity For Advancement

*Rates from $2.76 to $3.19 per hour

Liberal Fringe Benefits; Company paid medical benefits; Life Insurance and Pension program; 9 Paid holidays and vacation plan.

Company representative will interview at-

Missouri State Employment Office
209-211 Pine Street
Poplar Bluff, Missouri

on

Friday, September 30, 1966
8:00 a.m. to 12:00 Noon

Applicants must have proof of birth date, Social Security Card, and if veteran, Service Discharge papers (DD214).

We are equal opportunities employer.

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OUTSTANDING OPPORTUNITY

for aggressive men age 21 -- 35 who wish to GROW with a leading finance institution. Good starting salary, company car and expenses furnished.

Must be high school graduate. Previous loan company experience or college training preferred.

Mr. REESE
Universal C.I.T. Credit Corp. 1836 Broadway, - ED 4-4484 Cape Girardeau, Missouri

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Grain hauling wanted
Cecil Gadberry - GR 1-2707 10-4-6t

Precision Land Forming
leveling - planeing - grading
JERRY L. FRESHOUR
Phone GR 1-2923 5-12-tf

Herschel Deal
Moving and delivery service.
GR 1-0435 9-8-26t

Moving and delivery
24 hour service
GR 1-0435
If no answer, GR 1-4212 10-4-tf

POULTRY & LIVESTOCK 18

FOR SALE -- 40 head of Black Angus heifers. Weight 700, Will bring calves in March and April. Dan Byrd, GR 1-2105 or GR 1-5906. 10-1-tf

PETS 19

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MISSOURI CERTIFIED SEED WHEAT
For Sale
Varieties: Monon and Knox 62.
Also Rye & Vetch
D. OLIVER & SONS Elevator & Seed Co.
East Prairie, Mo.
NI 9-3564
PLANT -- Anniston, Mo.
NI 9-3771

NEW & USED CARS 21

'59 Mercedes Benz 190, gas, 47,000 miles. Perfect condition, $800.00. GR 1-5597, 809 Davis Blvd. 9-30-3t

Your authorized VW dealer is
JACK ADAMS VOLKSWAGEN
on Hwy. 61 near Town Plaza Shopping Center, Cape Girardeau. Visit us for new or used Volkswagen cars, station wagons, or trucks, as well as Authorized Service and Parts. Phone (314) ED. 4-2834 for a free demonstration. Visit our showroom, open from 8 to 8 on weekdays, 8 to 5 Saturday. Service and Parts are open 8 to 5 weekdays and until noon Saturday. Please call in advance for service appointments, our towing service is always available. Call (314) ED. 4-2834. 9-15-tf

FARM MACHINERY 23

FOR SALE -- Two 99H JD cotton pickers. Completely reconditioned. $4,000.00 cash each. Call AC 314 VO3-4046. Ask for Mr. M. Holt. 10-4-5t

NOTICES 26

NOTICE
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$500. reward offered for information and court testimony leading to the arrest and conviction of persons stealing copper wire. Property of Scott-New Madrid-Mississippi Electric Co-op., Sikeston & Bloomfield.

GET AN APOLLO WATER CONDITIONER

.Softens
.Filters
.Removes Chlorine
.Removes Iron



Models From $7.31 Monthly

No Down Payment

We install and service what we sell

COOPER'S REFRIGERATION, AIR CONDITIONING, ELECTRICAL WORK

Residential-Commercial-Industrial

320 Illinois GR 1-4790

HOPKINS BROS. FURNITURE
AND KROEHLER BEAUTIFULLY ANSWERS YOUR NEEDS

(with more good taste than money)

Nearlyweds, newlyweds, (and long - time married too) find "lively Living" rooms by Kroehler the perfect solution to furnishing their home on a limited budget. Designed and color - coordinated by professional interior decorators.

ALL FOR ONLY $799

A BEAUTIFUL LIVING ROOM

Kroehler divan and chair -- By the world's largest living room suite manufacturer. 2 Walnut lamp tables -- 2 attractive lamps; 2 throw Rugs -- 1 piece Smoker set.

A CHARMING BEDROOM

Basset Double dresser with plate glass mirror and panel bed -- By the world's largest bedroom suite manufacturer. Complete with box spring and foam mattress. Decor styled bedspread.

A BRIDE'S DREAM KITCHEN

RCA Coppertone 11 cu. ft. refrigerator, Coppertone gas range, 5 pc. Walnut finish Formica top breakfast set, 32 pc. set Silverware. You get all above three rooms, famous nationally advertised furniture and appliances -- ONLY $43.00 down, $29.83 per month on BANK RATES, NOT THE HIGH REVOLVING PLAN RATES.

First payment not due til Oct. 15th. Complete -- Nothing else to buy.

FREE DELIVERY ANYWHERE!

NOTICE -- We will hold any Newlywed group in our warehouse for later delivery.

HOPKINS BROS. FURNITURE CO.

2126 Broadway -- Cape Girardeau

open Fri. & Mon. nights --- Any other night by appointment --

Dial ED 4-3027

SERVICE STATION MANAGERS WANTED

Independent oil company wants men to relocate to Illinois.

21 years of age or older
Salary in the $6,000 bracket
Must be bondable
No money invested
Immediate placement
And we train at our expence

ALSO ASSISTANT MANAGERS
$90.00 a week

Call or See

O.E. STINNETT
Tower Motel, Room #1
Poplar Bluff, Missouri

October 4th., 5th., and 6th.
until 9:00 p.m.

WESTERN ELECTRIC COMPANY, INC.

INSTALLERS

TO INSTALL TELEPHONE CENTRAL OFFICE EQUIPMENT

NO EXPERIENCE REQUIRED

* Related industrial or military experience considered in establishing starting wages.
* Progressive wage scale in effect.
* Pension plan, paid holidays, vacation, sickness and other benefits.
* High School graduate or equivalent, good health, willing to travel as required.
* Willing to relocate to St. Louis, Mo.

AN EQUAL OPPORTUNITY EMPLOYER

contact

THE EMPLOYMENT OFFICE
Room 704, 710 N. 12th Street
St. Louis, Missouri

9:00 A.M. to 3:00 P.M. - - Monday through Saturday.

PUBLIC NOTICES

Required by law to inform citizens of matters affecting them or their property.

NOTICE TO CONTRACTORS

Sealed bids for CONSTRUCTION OF A REGIONAL DIAGNOSTIC CLINIC - - MENTAL RETARDATION, LOCATED IN SIKESTON, MISSOURI, will be received at the office of the Director, Division of Planning and Construction, State of Missouri, Room 102, State Capitol Building, Jefferson City, Missouri, until 1:30 P.M. C. D. T., October 25, 1966, and then publicly opened and read aloud. A certified check, bank draft or a bid bond executed by the bidder and an approved Surety Company in the amount of five (5 percent) of the bid shall be submitted with each Proposal.

Plans and specifications are available to General Contractors only. Two sets can be secured from Buchmueller, Whitworth and Associates, Architects and Engineers, 412 Tanner Street, Sikeston, Missouri, upon deposit of $50.00 per set, in the form of a certified or cashier's check payable to the Division of Planning and Construction, State of Missouri.

Bidders must agree to comply with Prevailing Wage Rate Provisions and other Statutory regulations as referred to in the specifications.

John D. Paulus Jr.,
Director
Division of Planning
and Construction
312 Inc. 8

TRUSTEE'S SALE

WHEREAS, Harold B. Moore and Willie Mae Moore his wife, by a certain Deed of Trust dated the 30th day of August, 1965, and recorded in the office of the Recorder of Deeds for the County of Scott and the State of Missouri, in Book 147, Page 697, conveyed to the undersigned Trustee the following described real estate situated in the County of Scott and State of Missouri, to wit:

All of Lot Numbered Fifty-three (53) of "Country Club Estates" Subdivision in Section 31 and 32, Township 30 North, Range 14 East, Scott County, Missouri, as shown by plat of same filed for record in the Office of the Recorder of Deeds fo Scott County, Missouri, on July 22nd, 1963, at 10:45 A.M., and recorded in Plat Book No. 10, at page 33 thereof. Excepting from the above all rights-of-way or easements, if any, affecting the same.

Which conveyance was made to the undersigned in trust to secure the payment of a certain Promissory Note in said Deed specified; and

WHEREAS, said note is now past due and remains unpaid default having been made in the payment of said note.

NOW, THEREFORE, at the request of the legal holder of said Note and in pursuance of the conditions of said Deed of Trust, the undersigned Trustee will sell the property above described at public vendue to the highest bidder for cash at the Main Front door of the Circuit Court House in the City of Benton, Scott County, Missouri, on October 18, 1966, between the hours of 9:00 A.M., and 5:00 P.M., for the purpose of satisfying said indebtedness and the cost of executing this trust.

Roberts T. Williams, Trustee
308-1-7-13

TRUSTEE'S SALE

WHEREAS, Richard Riley and Vera Riley, his wife, by a certain Deed of Trust dated the 15th day of April, 1961, and recorded in the office of the Recorder of Deeds for the County of Scott and the State of Missouri, in Book 127, Page 177-180 conveyed to the undersigned Trustee the following described real estate situated in the County of Scott and State of Missouri, to wit:

A small tract of land out of United States Private Surveys 2478, Township Numbered 29 North, Range Numbered 14 East of the Fifth Principal Meridian and now known as a part of Lot 2, of Block 1 of the George J. Arnold Addition to Ancell, Scott County Missouri, as shown by plat of same, recorded in Recorder's Office of Scott County Missouri in Plat Book 9, Page 10, thereof and bounded and described as follows: Beginning at the N. E. corner of Lot 3 in Block 1 of the same addition and better known as the Walter Sanders Tract; beginning at this point and extending N. along said W. line of Mulberry Street a distance of 120 feet to be the N. E. corner of tract deeded; thence in a Western direction a distance of 142 feet, this being the N. W. corner of said tract deeded; thence S. a distance of 120 feet to a point in the S. W. corner; thence E. along said N. line of Lot Numbered 3, in Block 1 of said Addition named in the above, to the point of beginning a distance of 142 feet; all being a part of the U. S. P. S. 2478, Township 29 North, Range 14 East, in Scott County, Missouri.

Which conveyance was made to the undersigned in trust to secure the payment of a certain Promissory Note in said Deed specified; and

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Hitler invaded Poland Sept. 1, 1939.

NOTICE OF FILING OF FINAL SETTLEMENT AND PETITION FOR DISTRIBUTION .

STATE OF MISSOURI)
SS.
COUNTY OF SCOTT)

IN THE PROBATE COURT OF SCOTT COUNTY, MISSOURI AT BENTON, MISSOURI.

In the Estate of)
Lena A. Galeener)
Deceased)
Estate No. 3014

TO ALL PERSONS INTERESTED IN THE ESTATE OF LENA A GALEENER, DECEASED:

Notice is hereby given that a final settlement and petition for determination of the persons who are the successors in interest to the personal and real property of the decedent and of the extent and character of their interests therein and for distribution of such property, will be filed in the Probate Court of Scott County, Missouri by the undersigned on the 7th day of November, 1966. or as continued by the court, and that any objections or exceptions to such settlement or petition or any item thereof must be in writing and filed within ten days after the filing of such settlement.

Thomas L. Arnold, Attorney, Benton, Missouri, Kingsdale 5-3522.

J. H. Yount, Jr., Executor, 711 North Kingshighway, Sikeston, Missouri, 63801, GR 1-0452.

7-13-18-25.

More men died from accidents in the home than women in 1965, The National Safety Council said 14,600 men died from firearms, poisoning gases, fires and suffocation while only 13,400 women died from the same causes around the house.

TRAFFIC DEATHS 133 KILLED

OCTOBER 1965

SUN	MON	TUE	WED	THU	FRI	SAT
					1 (6)	2 (6)
3 (8)	4 (5)	5 (5)	6 (4)	7 (4)	8 (4)	9 (10)
10 (3)	11 (2)	12 (3)	13 (3)	14 (5)	15 (4)	16 (10)
17 (7)	18 (4)	19 (4)	20 (2)	21 (11)	22 (5)	23 (8)
24 (0)	25 (5)	26 (8)	27 (0)	28 (0)	29 (1)	30 (6)
31 (4)						

The Missouri Highway Patrol Says

BE A BETTER DRIVER EVERY DAY!

Know Your Newspaper Better

Equal to the Front Page . . .

That's what studies have shown about the Classified page! Yes, the number of readers who read the "want ads" on the Classified page is equal to the number of readers of the front page. Don't you yourself look at the classified ads every issue? If you are one of the few who doesn't, you are missing both news and opportunity.

Service and News

The classified page provides both. The service of who has what for sale, rent or trade, for how much and where. The news that all advertising carries . . . about products, services, bargains. Just reading the classifieds is fun, and informative. We feel sure you must be a classified page reader . . . keep it up. But if you are one of the few who isn't, try it . . . this issue!

THE DAILY STANDARD
Sikeston, Mo.

· SELL · RENT · SWAP · HIRE · BUY · SELL · RENT · SWAP · HIRE · BUY · SELL · RENT · SWAP · HIRE ·

LOW COST CLASSIFIED ADS GET RESULTS

· HIRE · BUY · SELL · RENT · SWAP · HIRE · BUY · SELL · RENT · SWAP · HIRE · BUY · SELL · RENT ·

SLEEPING ROOMS 1

ONE sleeping room for rent. GR 1-0630. 9-28-tf

Room for Rent for man. Phone GR 1-1078 after 3 p.m. 9-20-tf

UNFURNISHED APARTMENTS 2a

FOR RENT -- Unfurnished garage apartment. 3 Rooms and bath at 602 N. Main. Call GR-1-2373. 8-22-tf

---

FOR RENT -- 3 Rooms and bath. Unfurnished, $25.00 per month. Call GR 1-0499. 10-4-3t

FURNISHED APARTMENTS 2

FURNISHED Cottage for rent. North end. Utilities furnished. GR 1-5311. 10-6-tf

---

FOR RENT: Nice 3 room furnished apartment. Air conditioned. Call GR 1- 2131 8 to 5. 9-23-tf

---

FOR RENT--Furnished apartment. Adults only. Phone GR1-5707. 5-18-tf

---

FURNISHED APTS -- Modern close in utilities furnished. Tel. GR 1-5702 or GR 1-9276.

FOR RENT -- Furnished 3 room cottage. Utilities paid. Adults. GR 1-3403. 10-4-4t

---

FOR RENT -- 3 Furnished rooms. GR 1-4469. 10-4-tf

FOR RENT
One and two bedroom apartments. Central air conditioning. Furnished or unfurnished.
KAY APARTMENTS
120 W. Kathleen
GR 1-4800 or GR 1-9627

FOR RENT: 4 room furnished upstairs apartment. GR 1-1836. 9-23-tf

---

FOR RENT -- Furnished apartment. Adults. Call GR 1-0416. 9-29-tf

---

FOR RENT--Houses and apartments, furnished and unfurnished. Call GR 1-5509, GR 1-1219 or GR 1-1106. 7-6-tf

HOUSES FOR RENT

HOUSE for rent. 4 Rooms and bath, $25.00 month, 109 Ruth St. Call GR 1-1629. 10-4-6t

---

FOR RENT -- 4 room house, 407 Wilson, $35.00 per month. GR 1-4168. 8-16-tf

---

5 Room house with bath. 618 Vernon. Inquire at 620 Vernon before 3:30 p.m. 10-4-5t

MISC. FOR RENT 4

FOR RENT: 2 trailer spaces, water furnished. Call GR 1-1064 or GR 1- 1061. 9-24-tf

---

Two bedroom trailer. 314 Kendall. 10-6-7t

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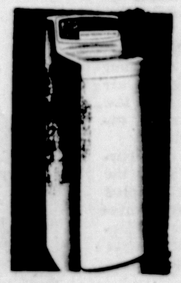
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Models From $7.31 Monthly
No Down Payment

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Residential-Commercial-Industrial
320 Illinois GR 1-4790

SERVICE STATION MANAGERS WANTED

Independent oil company wants men to relocate to Illinois.

21 years of age or older
Salary in the $6,000 bracket
Must be bondable
No money invested
Immediate placement
And we train at our expence

ALSO ASSISTANT MANAGERS
$90.00 a week

Call or See

O.E. STINNETT
Tower Motel, Room #1
Poplar Bluff, Missouri

October 4th., 5th., and 6th.
until 9:00 p.m.

HOPKINS BROS. FURNITURE
AND KROEHLER BEAUTIFULLY ANSWERS YOUR NEEDS
(with more good taste than money)

Nearlyweds, newlyweds, (and long - time married too) find "lively Living" rooms by Kroehler the perfect solution to furnishing their home on a limited budget. Designed and color - coordinated by professional interior decorators.

ALL FOR ONLY $799

A BEAUTIFUL LIVING ROOM

Kroehler divan and chair -- By the world's largest living room suite manufacturer. 2 Walnut lamp tables -- 2 attractive lamps; 2 throw Rugs -- 1 piece Smoker set.

A CHARMING BEDROOM

Basset Double dresser with plate glass mirror and panel bed -- By the world's largest bedroom suite manufacturer. Complete with box spring and foam mattress. Decor styled bedspread.

A BRIDE'S DREAM KITCHEN

RCA Coppertone 11 cu. ft. refrigerator, Coppertone gas range, 5 pc. Walnut finish Formica top breakfast set, 32 pc. set Silverware. You get all above three rooms, famous nationally advertised furniture and appliances -- ONLY $43.00 down, $29.83 per month on BANK RATES, NOT THE HIGH REVOLVING PLAN RATES.

First payment not due til Oct. 15th. Complete -- Nothing else to buy.

FREE DELIVERY ANYWHERE!

NOTICE -- We will hold any Newlywed group in our warehouse for later delivery.

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2126 Broadway -- Cape Girardeau
open Fri. & Mon. nights --- Any other night by appointment --
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TO INSTALL TELEPHONE CENTRAL OFFICE EQUIPMENT

NO EXPERIENCE REQUIRED

* Related industrial or military experience considered in establishing starting wages.
* Progressive wage scale in effect.
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* High School graduate or equivalent, good health, willing to travel as required.
* Willing to relocate to St. Louis, Mo.

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THE EMPLOYMENT OFFICE
Room 704, 710 N. 12th Street
St. Louis, Missouri
9:00 A.M. to 3:00 P.M. - - Monday through Saturday.

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First Lt. Richard L. Dowden, son of Mr. and Mrs. Clarence Dowden, Route 2, will be presented with the Bronze medal award for valor at public ceremonies to be held at the Sikeston Armory October 21.

Winter weather kept creeping up on the Sikeston area during the past few days with the mercury on Tuesday night dropping to 36, the lowest point recorded during the year.

The Prayer
For Today
From the Upper Room

Be strong in the Lord and in the strength of his might.
PRAYER: O God, we beseech Thee to blot out our sins and prepare us for growth in Christ-likeness. Grant us victories of the spirit. Teach us to pray for others. Strengthen us as we spend ourselves serving Thee. For Jesus' sake--Amen.

AAA Praises Auto Smog Curb

ST. LOUIS -- The Missouri Air Conservation commission's recommendation to Gov. Warren E. Hearnes that all vehicles purchased by the state be equipped immediately with exhaust control devices is applauded by the Automobile Club of Missouri.

The Auto Club points out that Missouri could be a leader among states fighting the air pollution problem if state law were to require control devices on all new vehicles.

"State, county and city governments could also show the way by equipping their vehicles with systems to reduce emissions that contribute to the formation of photochemical smog," the Auto Club points out.

Only one state, California, requires pollution control devices on new vehicles. Other states, including New York, are considering such regulations.

"It is possible that the large metropolitan areas where the pollution problems are the most serious could enact ordinances requiring the pollution devices on new cars," the Auto Club states, "but it would be more effective if the regulations were statewide."

The AAA points out that federal regulations will require emission reduction systems in 1968 and that it "would be prudent for Missouri to get the program underway now at the state and local level."

Exhaust and crackcase control systems for new cars are designed to eliminate about 70 per cent of the hydrocarbons, unburned fuel, and carbon monoxide pumped into the air.

"It will probably take 10 years to remove pollution contributing vehicles from the streets and highways since only about 10 per cent of the cars on the road are replaced each year by new models, unless, of course, exhaust control devices were to be required on used automobiles. However, this now seems unlikely since the federal standards do not include used automobiles," concludes the Auto Club.



They are new every morning.—(Lam. 3:23)

At the beginning of a new day let's make up our mind to concentrate on that which is good, true and beautiful. Focus on thoughts of peace and harmony, and heed God's radiant life within us to think thoughts of love and happiness. This new attitude of peace and joy transmits a spirit of love, expressing itself through us calling forth the best in others, making it a happy day for all.



(NEA Radio-Telephoto)

MEMBERS OF THE Fourth Marines seek protection from the noise as they let loose with a mortar attack against North Vietnamese positions on a strategic hill south of the demilitarized zone in Viet Nam. The fighting was part of Operation Prairie, one of the major battles of the war.

Three thousand additional cherry trees were given recently by Japan to landscape the Washington Monument grounds.

The tuna is among the fastest swimming fish in the sea, according to the Encyclopaedia Britannica.

Army Orders Cut Honeymoon To 35 Minutes

ROTHSAY, Minn. (AP)—Donna Hauger, who flew 600 miles to share a 35-minute honeymoon with her Army private husband, hopes to see him again next year.

"I was kind of sad that it turned out that way," the 22-year-old bride said Wednesday night of circumstances that forces the sweethearts to substitute a quick marriage in Missouri for the church wedding they had planned in Rothsay.

Daryl Hauger, 21, had just complete training at Ft Leonard Wood, Mo., and was expecting at least a weekend pass before reporting to his next duty station. He has enlisted for three years.

But orders were delayed from Friday night to last Saturday morning—the wedding day. He telephoned Donna at 8 a. m. to tell her he had to leave the base at 3 p. m. for Germany.

Donna quickly telephoned the airport in nearby Fergus Falls and the red-haired, blue-eyed bride and her maid of honor, Phyllis Peterson, flew to Missouri aboard a charter plane.

The Army agreed to hold Pvt. Hauger's bus for McGuire Air Force Base, N. J., for an extra hour. A clerk of court came off duty to issue a marriage license and waive Missouri's three-day waiting period. A Baptist minister performed the marriage.

When the newlyweds arrived back at the base, there was only 35 minutes until bus time.

The new Mrs. Hauger arrived home in time to have the last piece of wedding cake at the end of her reception, where the Rev. Maynard Stokka of Hamar Lutheran Church had delivered the wedding sermon to 200 guests but without the couple.

"If I can obtain a teaching commission in Germany next fall, I'd like to go over there," said the bride.

SAVINGS BONDS FATHER AND SON

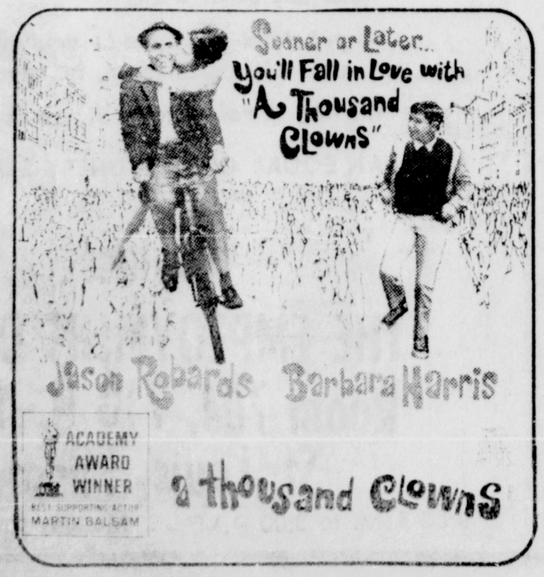
Charles F. Edmonds of 1620 Farmington Ave., Unionville, Conn., a personnel manager for Sears, Roebuck Co. and a volunteer worker in the Payroll Savings Plan campaign, recalls that Savings Bonds purchased by his father, William F. Edmonds of Frenchville, Pa., put him and his brother through college.

"Dad started buying bonds when he was in the Marines some 20 years ago," says Mr. Edmonds. "Later he founded his own contracting and supply company and immediately installed the Payroll Savings Plan among his employees. Like my Dad, I entered the Marines and, while in the Second Division, I put on bond drives and encouraged the men to purchase bonds from their pay. I am enrolled in the Payroll Savings Plan and the bonds I buy will be used as a foundation for a college education for our first child. Savings Bonds are a real family institution in our home."

NOW OPEN
SIKESTON ROLLER RINK
Wed., Fri., & Sat.
7:30-9:30 P.M.
Fri. 3:30-5:30 Sun. 2-4
Private Parties Anytime

DELTA
CLOSED TONIGHT
FRIDAY-SATURDAY-
DOUBLE FEATURE
JOHNNY RENO
AN A.C. LYLES PRODUCTION
TECHNICOLOR PARAMOUNT PICTURES
DANA ANDREWS
JANE RUSSELL
PLUS
THE NAKED PREY
Technicolor Panavision

MALONE
SHOWS BEGIN
2:00 SUN. - FRI.
1:00 SATURDAY
THURSDAY FRIDAY



DELTA ELECTRONICS
317 S. SCOTT
TV & RADIO REPAIR
BLACK & WHITE-COLOR
GR 1-4242

CHARLESTON AUCTION CO.
Highway 60, West
Phone MUrray 3-3391
Charleston, Missouri
--SALES EVERY MONDAY --
Total Hogs 257 Head.
FAT HOGS -- Market Range:
190 lbs. to 240 lbs. $21.75 to 222.40
160 lbs. to $180 lbs. $21.00 to $22.60
140 lbs. to 150 lbs. $20.00 to $24.95
SHOATS--
60 lbs. to 130 lbs. $22.00 to $25.00
SOWS: 400 lbs. down $17.50 to $18.75.
Total Cattle 1756 Head.
BUTCHER CATTLE--
Good $23.00 to $23.75
Commercial $22.00 to $22.75
Utilitye $20.50 to $21.75
Canners and Cutters $14.50 to $18.00
Veal $22.00 to $26.00
Bulls $17.50 to $9.00
STOCKER CALVES --
Choice $28.50 to $30.00.
Good $27.50 to $28.25
Medium $26.50 to $27.25
Plain $24.00 to $26.25
STOCKER COWS--
Choice $17.50 to $19.00
Good $16.50 to $17.25
Good $15.00 to $16.25
Remarks: Hog top $22.10 sows and boars steady, shoats lower. Cattle market steady on all classes.
Floyd Matthews.



Y'all come along! Join the boys on their way to the lil' ol' dewstillery to git some of thet good ol' Mountain Dew*



Ever' store in town is a branch of our dewstillery. Git on over and git yoreself a carton or two of this dee-lishus soft drink!



Bottled under authority of PepsiCo, Inc. *Mountain Dew is a trademark of PepsiCo, Inc.
BY PEPSI COLA BOTTLING CO OF MALDEN

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Thurman Thompson, 23 old employe of the North "Y" Cafe, located on Highway 61 north, suffered first and second degree burns Monday afternoon when a gas range in the kitchen flared up.

First Lt. Richard L. Dowden, son of Mr. and Mrs. Clarence Dowden, Route 2, will be presented with the Bronze medal award for valor at public ceremonies to be held at the Sikeston Armory October 21.

Winter weather kept creeping up on the Sikeston area during the past few days with the mercury on Tuesday night dropping to 36, the lowest point recorded during the year.

The Prayer
For Today
From the UpperRoom

Be strong in the Lord and in the strength of his might.

PRAYER: O God, we beseech Thee to blot out our sins and prepare us for growth in Christ-likeness. Grant us victories of the spirit. Teach us to pray for others. Strengthen us as we spend ourselves serving Thee. For Jesus' sake--Amen.

AAA Praises Auto Smog Curb

ST. LOUIS -- The Missouri Air Conservation commission's recommendation to Gov. Warren E. Hearnes that all vehicles purchased by the state be equipped immediately with exhaust control devices is applauded by the Automobile Club of Missouri.

The Auto Club points out that Missouri could be a leader among states fighting the air pollution problem if state law were to require control devices on all new vehicles.

"State, county and city governments could also show the way by equipping their vehicles with systems to reduce emissions that contribute to the formation of photochemical smog," the Auto Club points out.

Only one state, California, requires pollution control devices on new vehicles. Other states, including New York, are considering such regulations.

"It is possible that the large metropolitan areas where the pollution problems are the most serious could enact ordinances requiring the pollution devices on new cars," the Auto Club states, "but it would be more effective if the regulations were statewide."

The AAA points out that federal regulations will require emission reduction systems in 1968 and that it "would be prudent for Missouri to get the program underway now at the state and local level."

Exhaust and crackcase control systems for new cars are designed to eliminate about 70 per cent of the hydrocarbons, unburned fuel, and carbon monoxide pumped into the air.

"It will probably take 10 years to remove pollution contributing vehicles from the streets and highways since only about 10 per cent of the cars on the road are replaced each year by new models, unless, of course, exhaust control devices were to be required on used automobiles. However, this now seems unlikely since the federal standards do not include used automobiles," concludes the Auto Club.

DELTA ELECTRONICS
317 S. SCOTT
TV & RADIO REPAIR
BLACK & WHITE-COLOR
GR 1-4242

CHARLESTON AUCTION CO.
Highway 60, West
Phone MUrray 3-3391
Charleston, Missouri
--SALES EVERY MONDAY --
Total Hogs 257 Head.
FAT HOGS -- Market Range:
190 lbs. to 240 lbs. $21.75 to 222.40
160 lbs. to $180 lbs. $21.00 to $22.60
140 lbs. to 150 lbs. $20.00 to $24.95
SHOATS--
60 lbs. to 130 lbs. $22.00 to $25.00
SOWS: 400 lbs. down $17.50 to $18.75.
Total Cattle 1756 Head.
BUTCHER CATTLE--
Good $23.00 to $23.75
Commercial $22.00 to $22.75
Utilitye $20.50 to $21.75
Canners and Cutters $14.50 to $18.00
Veal $22.00 to $26.00
Bulls $17.50 to $9.00
STOCKER CALVES --
Choice $28.50 to $30.00.
Good $27.50 to $28.25
Medium $26.50 to $27.25
Plain $24.00 to $26.25
STOCKER COWS--
Choice $17.50 to $19.00
Good $16.50 to $17.25
Good $15.00 to $16.25
Remarks: Hog top $22.10 sows and boars steady, shoats lower. Cattle market steady on all classes.
Floyd Matthews.

MALONE
SHOWS BEGIN
2:00 SUN. - FRI.
1:00 SATURDAY
THURSDAY FRIDAY


DELTA
CLOSED TONIGHT
FRIDAY-SATURDAY-
DOUBLE FEATURE
JOHNNY RENO
AN A.C. LYLES PRODUCTION
TECHNICOLOR
DANA ANDREWS
JANE RUSSELL
PLUS
THE NAKED PREY
Technicolor Panavision



(NEA Radio-Telephoto)

MEMBERS OF THE Fourth Marines seek protection from the noise as they let loose with a mortar attack against North Vietnamese positions on a strategic hill south of the demilitarized zone in Viet Nam. The fighting was part of Operation Prairie, one of the major battles of the war.



They are new every morning.—(Lam. 3:23)

At the beginning of a new day let's make up our mind to concentrate on that which is good, true and beautiful. Focus on thoughts of peace and harmony, and heed God's radiant life within us to think thoughts of love and happiness. This new attitude of peace and joy transmits a spirit of love, expressing itself through us calling forth the best in others, making it a happy day for all.

Three thousand additional cherry trees were given recently by Japan to landscape the Washington Monument grounds.

The tuna is among the fastest swimming fish in the sea, according to the Encyclopaedia Britannica.

Army Orders Cut Honeymoon To 35 Minutes

ROTHSAY, Minn. (AP)—Donna Hauger, who flew 600 miles to share a 35-minute honeymoon with her Army private husband, hopes to see him again next year.

"I was kind of sad that it turned out that way," the 22-year-old bride said Wednesday night of circumstances that forces the sweethearts to substitute a quick marriage in Missouri for the church wedding they had planned in Rothsay.

Daryl Hauger, 21, had just complete training at Ft Leonard Wood, Mo., and was expecting at least a weekend pass before reporting to his next duty station. He has enlisted for three years.

But orders were delayed from Friday night to last Saturday morning—the wedding day. He telephoned Donna at 8 a. m. to tell her he had to leave the base at 3 p. m. for Germany.

Donna quickly telephoned the airport in nearby Fergus Falls and the red-haired, blue-eyed bride and her maid of honor, Phyllis Peterson, flew to Missouri aboard a charter plane.

The Army agreed to hold Pvt. Hauger's bus for McGuire Air Force Base, N. J., for an extra hour. A clerk of court came off duty to issue a marriage license and waive Missouri's three-day waiting period. A Baptist minister performed the marriage.

When the newlyweds arrived back at the base, there was only 35 minutes until bus time.

The new Mrs. Hauger arrived home in time to have the last piece of wedding cake at the end of her reception, where the Rev. Maynard Stokka of Hamar Lutheran Church had delivered the wedding sermon to 200 guests but without the couple.

"If I can obtain a teaching commission in Germany next fall, I'd like to go over there," said the bride.

SAVINGS BONDS FATHER AND SON

Charles F. Edmonds of 1620 Farmington Ave., Unionville, Conn., a personnel manager for Sears, Roebuck Co. and a volunteer worker in the Payroll Savings Plan campaign, recalls that Savings Bonds purchased by his father, William F. Edmonds of Frenchville, Pa., put him and his brother through college.

"Dad started buying bonds when he was in the Marines some 20 years ago," says Mr. Edmonds. "Later he founded his own contracting and supply company and immediately installed the Payroll Savings Plan among his employees. Like my Dad, I entered the Marines and, while in the Second Division, I put on bond drives and encouraged the men to purchase bonds from their pay. I am enrolled in the Payroll Savings Plan and the bonds I buy will be used as a foundation for a college education for our first child. Savings Bonds are a real family institution in our home."

NOW OPEN
SIKESTON ROLLER RINK
Wed., Fri., & Sat.
7:30-9:30 P.M.
Fri. 3:30-5:30 Sun. 2-4
Private Parties Anytime



Y'all come along! Join the boys on their way to the lil' ol' dewstillery to git some of thet good ol' Mountain Dew*

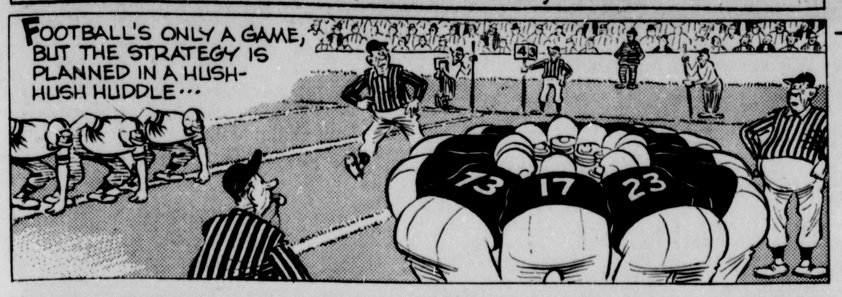


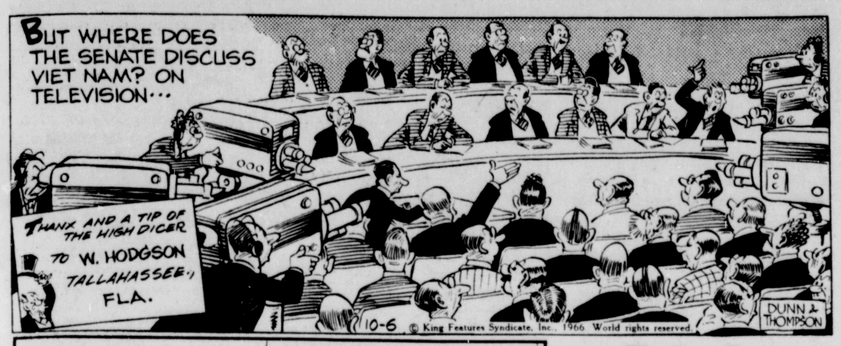
Ever' store in town is a branch of our dewstillery. Git on over and git yoreself a carton or two of this dee-lishus soft drink!



Bottled under authority of PepsiCo, Inc. *Mountain Dew is a trademark of PepsiCo, Inc.
BY PEPSI COLA BOTTLING CO OF MALDEN

Hatlo's They'll Do It Every Time







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BY CLAY R. POLLAN

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2 New	32 Want	62 Promise	
3 Be	33 Has	63 Think	
4 Romantic	34 Beyond	64 You're	
5 Evening	35 And	65 Delightful	
6 Marriage	36 Get	66 Day	
7 Remember	37 Applause	67 Values	
8 Watch	38 Buy	68 Tips	
9 Your	39 Makes	69 Bird	
10 Fast	40 Handshakes	70 Dress	
11 Partner	41 Problems	71 To	
12 Feathers	42 And	72 Going	
13 Wallet	43 On	73 Out	
14 Make	44 Rise	74 Believe	
15 Especially	45 And	75 Dress	
16 Don't	46 For	76 Little	
17 Sympathetic	47 Shine	77 Up	
18 Borrow	48 Dining	78 To	
19 Or	49 Staying	79 You	
20 Romance	50 Out	80 Up	
21 If	51 Home	81 On	
22 Lend	52 Friendly	82 Hear	
23 Look	53 Is	83 Credit	
24 In	54 Preferable	84 Get	
25 The	55 You	85 Happy	
26 You'll	56 Surface	86 Today	
27 Or	57 Public	87 Now	
28 Toward	58 Pats	88 Back	
29 One	59 People	89 Action	
30 Who	60 Places	90 Attractively	

Good / Adverse / 10/7 Neutral

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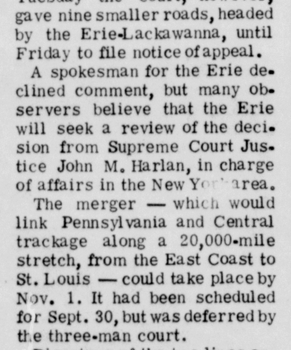
World Waters

ACROSS
1 Canadian stream
6 One of world's largest rivers
11 Supposed
13 Italian condiment
14 Raver
15 Agreeable fragrances
16 Mariner's direction
17 Of the teeth (prefix)
19 Newt
20 Set plans of operations
22 ——dos Pandos
25 Society Psychical Research (ab.)
26 Love god
30 Secular
31 Opiate (slang)
32 Lutheran (ab.)
33 Toward the sheltered side
34 Tropical plant
35 Senora (ab.)
38 Minister to
39 Afternoon entertainment
42 Witticism
45 Tag
46 Broadway theater sign
49 World's largest stream
51 Medicinal preparation
53 Cause to remember
54 Of a heroic scale
55 Crinkled fabric
56 Corundum variety

DOWN
1 In old time
2 Poisonous tree of Java
3 Cattle (dial.)
4 Canadian province (ab.)
5 Poverty-stricken
6 Billiard shot
7 Of the shoulder (comb. form)
8 Appellation
9 —— Spee
10 Hops' kiln
12 Attire
13 Potato (dial.)
18 No title page (ab.)
20 Supreme chief of Algonquian Indians
21 Dispassionate
22 Feminine name
23 First king of Israel (Bib.)
24 Yugoslav big wig
27 Drama part
28 Not closed
29 Sow
35 Remain erect
36 Chest bone
37 Anoint
40 Unaccompanied
41 Run away to wed
42 Grape refuse
43 Hebrew measure
44 Domesticated
46 Six on a dice
47 Bellow
48 Sole
50 U.S. mailing code
52 Masculine nickname

Answer to Previous Puzzle

I	R	I	S				L	I	L	A	C	
G	R	A	N	T			A	V	A	L	O	N
O	R	A	N	G	E		C	A	N	A	R	Y
P	E	S		E	L	M		D	I	N	E	
T	A	C	T		L	O	V	E	S			
S	I	R		A	C	I	D		G	A	G	
L	I	B	E	L		C	I	A		O	L	A
I	L	L		U	S	A		M	O	L	L	Y
D	Y	E		L	A	S	S		A	D	O	
			A	U	D	I	T		R	E	T	E
E	A	R	L			N	A	B		N	E	E
V	I	O	L	E	T			L	A	U	R	E	L
E	N	S	I	L	E			A	L	T	O	S
T	E	N	S	E				G	L	A	D	



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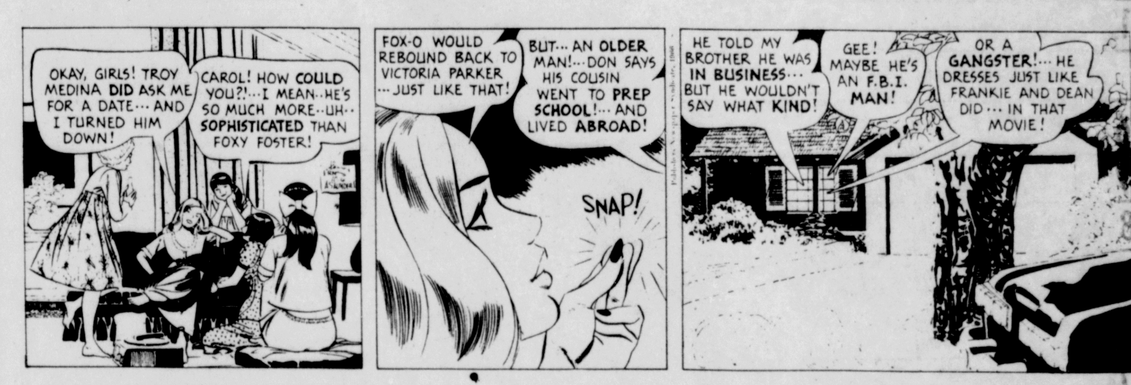
THE RYATTS



PEANUTS by Schulz



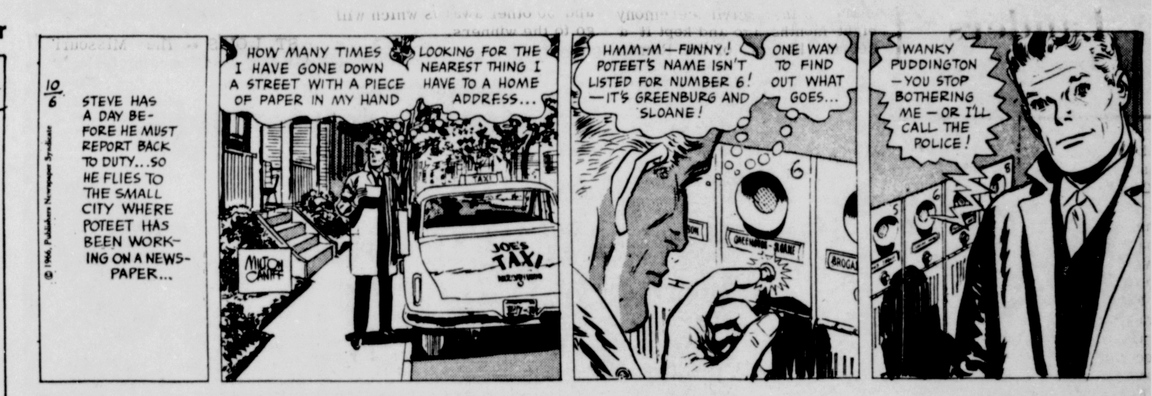
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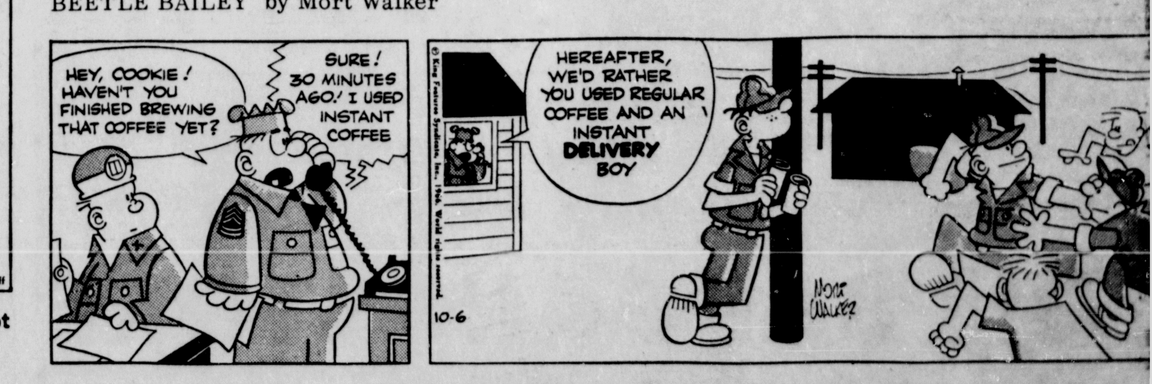
THE PHANTOM by Lee Falk & Sy Barry



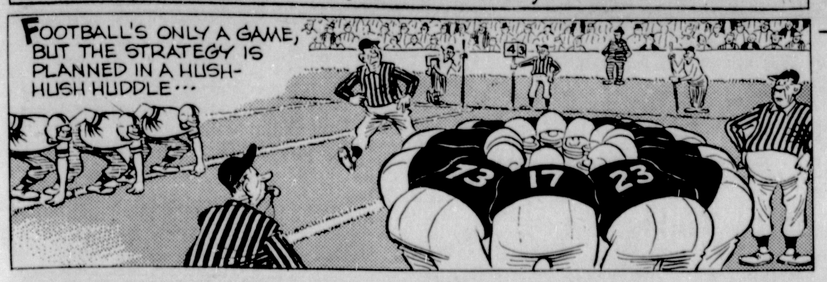
ALLEY OOP by V.T. Hamlin

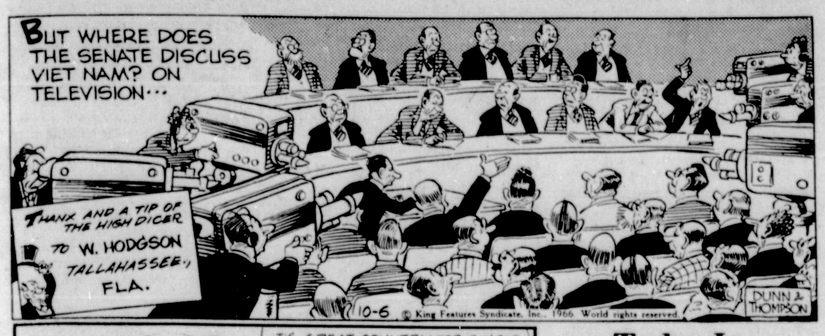


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2 New	32 Want	62 Promise	
3 Be	33 Has	63 Think	
4 Romantic	34 Beyond	64 You're	
5 Evening	35 And	65 Delightful	
6 Marriage	36 Get	66 Day	
7 Remember	37 Applause	67 Values	
8 Watch	38 Buy	68 "Tips"	
9 Your	39 Makes	69 Bird	
10 Fast	40 Handshakes	70 Dress	
11 Partner	41 Problems	71 To	
12 Feathers	42 And	72 Going	
13 Wallet	43 On	73 Out	
14 Make	44 Rise	74 Believe	
15 Especially	45 And	75 Dress	
16 Don't	46 For	76 Little	
17 Sympathetic	47 Shine	77 Up	
18 Borrow	48 Dining	78 To	
19 Or	49 Staying	79 You	
20 Romance	50 Out	80 Up	
21 If	51 Home	81 On	
22 Lend	52 Friends	82 Hear	
23 Look	53 Is	83 Credit	
24 In	54 Preferable	84 Get	
25 The	55 You	85 Happy	
26 You'll	56 Surface	86 Today	
27 Or	57 Public	87 Now	
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29 One	59 People	89 Action	
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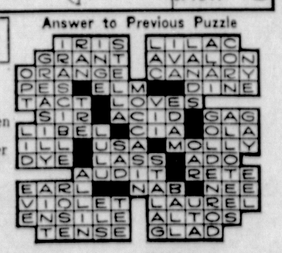
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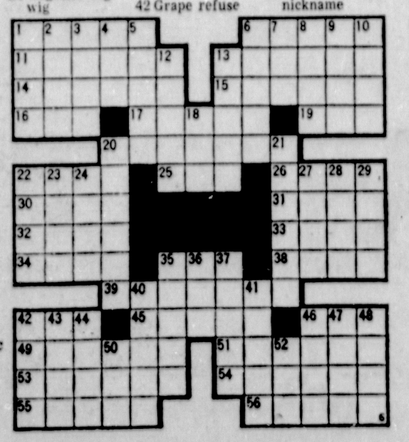
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6 One of world's largest rivers
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13 Italian condiment
14 Raver
15 Agreeable fragrances
16 Mariner's direction
17 Of the teeth (prefix)
19 Newt
20 Set plans of operations
22 ——dos Indios
23 Society Psychical Research (ab.)
26 Love god
30 Secular
31 Opiate (slang)
32 Lutheran (ab.)
33 Toward the sheltered side
34 Tropical plant
35 Senora (ab.)
38 Minister to
39 Afternoon entertainment
42 Witticism
45 Tag
46 Broadway theater sign
49 World's largest stream
51 Medicinal preparation
53 Cause to remember
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55 Crinkled fabric
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3 Cattle (dial.)
4 Canadian province (ab.)
5 Poverty-stricken
6 Billiard shot
7 Of the shoulder (comb. form)
8 Appellation
9 —— Spee
10 Hops' kiln
12 Attire
13 Potato (dial.)
18 No title page (ab.)
20 Supreme chief of Algonquian Indians
21 Dispassionate
22 Feminine name
23 First king of Israel (Bib.)
24 Yugoslav big wig
27 Drama part
28 Not closed
29 Sow
35 Remain erect
36 Chest bone
37 Anoint
40 Unaccompanied
41 Run away to wed
42 Grape refuse
43 Hebrew measure
44 Domesticated
46 Six on a dice
47 Bellow
48 Sole
50 U.S. mailing code
52 Masculine nickname



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BEETLE BAILEY by Mort Walker





Shown above is Lee Van Marshall standing beside his pumpkin, which won first prize at the SEMO State Fair in Cape Girardeau, Missouri. The pumpkin weighs more than 100 pounds and was grown in East Prairie, Missouri. Shown with Lee is his mother, LaDona Marshall, who is employed by First National Bank, Sikeston, Missouri. The pumpkin is now on display in the lobby of First National Bank.

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She was the widow of Hubert Hicks, formerly of Charleston, Mo., and the daughter of Mr. and Mrs. David H. Lee of Charleston.

She is survived by one daughter, Mrs. Bill Young of Columbia; three sons, Lee and Hubert Hicks, Jr., and Bob Hicks of California; four grandchildren; two sisters and five brothers.

Services will be at 9 a.m. Friday in Columbia and the body will be taken to Union City, Tenn., for burial in the family plot.

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Burial was in Evergreen cemetery near New Madrid.

Kolwyck was born March 21, 1916, in New Madrid, son of Mr. and Mrs. C. A. Kolwyck, who survive. In 1942 he enlisted in the army and served in World War II.

For several years he has been a patient in veteran's hospitals at St. Louis, Memphis and Poplar Bluff, where he died Monday at 10 p.m.

In addition to his parents, he is survived by one brother, Blan Kolwyck; two sisters, Mrs. Pauline Allen, and Mrs. Hazel Barnett, Grenada, Miss., eight nieces and four nephews.

The Richards Funeral Home was in charge.

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CHARLESTON - Mrs. Lula Mae Smotherman, 62, 502 Market St., died at 11:45 p.m. Wednesday.

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Survivors are her mother, Mrs. Cora Todd of Biggers, Ark., her husband, Elmer Smotherman; three sons, Fred Smotherman of Maricopa, Calif., Cleo and Dan Smotherman, both of East St. Louis, Ill., four daughters, Mrs. Marie Pemberton, Mrs. Veda Eldridge of Caseyville, Ill., Mrs. Theda Gay of St. Louis and Mrs. Weda Clements of Taft, Calif., two brothers, John Todd of Biggers and Jim Todd of Clarkton; two sisters, Mrs. Katie Cook of St. Louis and Mrs. Hazel Mason of East St. Louis; 21 grandchildren and eight great-grandchildren.

The body is at the Nunnelee Funeral Home.

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DEXTER -- Wood N. Taylor, 73, died Tuesday afternoon at a hospital in Cape Girardeau. He was the owner of the Taylor Cotton Gin in Bernie.

Taylor was a son of Mr. and Mrs. G. Tom Taylor and was born at Dresden, Tenn., Dec. 14, 1892. He married Miss Irma Sartorius in 1917 at Memphis, Tenn.

Besides his wife, Taylor is survived by a brother, Robert Taylor, Dyersburg, Tenn., and a granddaughter, Anna Miller Taylor.

Services were at 1 p.m. today at the Memphis Funeral Home in Memphis.

Underwood Rites Held Today

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Underwood was an employe of the Dexter Engineering Company.

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Surviving are his wife, the former Alberta Bain; a son, Ronald W. Underwood, in the air force; two daughters, Mrs. Shelia Jone Mallory, Bloomington, Ill., and Gloria Jean Underwood, Dexter; his parents, Mr. and Mrs. Walter Underwood, Bloomfield; four brothers, Norman, Carl, and Eugene and Joe Underwood, Bloomfield; two sisters, Mrs. Pansy Rodgers and Mrs. Jesse M. Roby, Bloomfield and two grandchildren.

C. J. Midyett Services Friday

EAST PRAIRIE -- Charles J. Midyett, 81, 81, retired bricklayer, died Tuesday at 2:30 p.m. in a St. Charles nursing home.

He was born in Buchanan, Tenn., Feb. 3, 1885, son of Robert Lee and Sarah Rice Midyett.

He was a member of the Church of God, and married Susan E. Jackson, Jan. 16, 1915. She survives.

Other survivors are five daughters, Mrs. Floyce Parker, East St. Louis, Ill., Mrs. Warren McMahan, Montgomery, Ala., Mrs. Ray Garner, Peoria, Ill., Mrs. Harry Mitchem, Avon Park, Fla., and Mrs. James Dodson, Berkeley, three sons, Wilford Midyett, St. Louis, Ivan Midyett, El Centro, Calif., and Robert Midyett, St. Charles; and 12 grandchildren.

Services will be Friday at 2 p.m., in the Shelby Funeral Chapel, with the Rev. J. L. Hatchel, officiating.

Burial will be in the W.O.W. cemetery.

Local Stocks

	BID	ASK
Airlift Intn'al	3 1/8	3 5/8
Anheuser Busch	45 1/2	47 1/2
Ark Mo Power	10 1/4	11 1/4
Fed. Compress	29	31
Malone & Hyde	24	26
Pabst Brewing	29 3/4	31 3/4
Potlatch Forest	25	27
Tele. Utilities	8 1/4	9 1/4
Wetterau	20 1/2	22 1/2
Gen. Life Wis.	3 1/2	4 1/4
Mid Amer. Ins.	4	5
Mid West Life	4 1/4	5
Frontier Tower Life	1 7/8	2 3/8
LISTED STOCKS		
Allied Stores		25
Amer. Tel. & Tel.		50 5/8
Chrysler		34
Columbia Gas		24 1/2
Eaton Mfg. CO.		23 7/8
Emeron Elec.		50 1/8
Ford Motors		41 1/2
Foremost Dairy		16 1/4
General Motors		73
New England Elec.		23 1/8
Transogram		5 3/4

POLICE

Cont. from page 1

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Arthur Hobbs, 918 Hawthorne, reported to police Wednesday afternoon that several items of silverware valued at $50 had been taken from his residence during the past four months.

National Stockyards

NATIONAL STOCKYARDS, Ill. (AP)-Estimates for tomorrow: Hogs 6,000; cattle 300; calves 200; sheep 100.

Hogs 6,500; barrows and gilts weak to 25 lower; sows steady to 1.00 lower; 200-250 lb barrows and gilts 23.00-23.50; 300-650 lbs 19.00-21.00.

Cattle 1,000, calves 150; steers and heifers steady to 25 higher; cows about steady; good and choice steers 23.00-25.50; good to choice heifers 22.00-24.50; cows 16.00-18.00; calves about steady; good and choice vealers 24.00-34.00; good and choice calves 20.00-24.00.

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You'll love these...

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BOYS' NEW FALL DRESS & CASUAL SLACKS
SIZES 6 TO 16 ONLY $1.00

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MEN'S & BOYS' SWEAT SHIRTS
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BOYS WHITE JEANS
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LADIES SWEATERS, ALL SIZES
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FINEST QUALITY

THE BARGAIN STORE
GR 1-3320

THE NOW CARS

The NOW Cars. More than just "new" cars. The Now Cars are designed from scratch for today's driving by today's drivers. They are cars on top of today, from a company on top of today: The 1967 American Motors. 1967 is the year we've been planning for, pointing toward. The year we bring you cars full of today's spirit, bursting with today's ideas. Cars with more room, more power, more safety; cars more exciting than any we've ever built!

Engines for Now. Three sixes that go like eights—and four V-8s that weren't here a year ago. The most modern engines in the industry, from an acceleration champ Six to the 343 cu. in. 4-bbl. Typhoon V-8.

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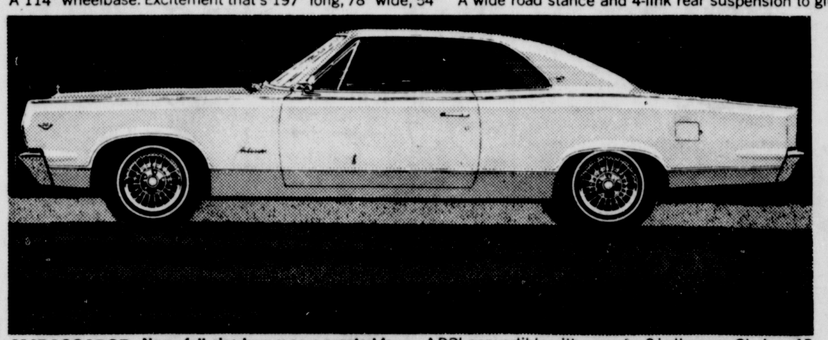
Quality for Now. Our past is one of quality. Quality built in—like the Deep-Dip rustproofing and Ceramic-Armored exhaust systems pioneered by American Motors. And when quality is built in, the value stays in.

See your American Motors/Rambler Dealer today. He's the only Now Car dealer in town.

And now—this great new warranty.
In addition to 2-year, or 24,000-mile warranty on the entire automobile. American Motors Corporation warrants the engine block, head and internal parts, water pump, intake manifold, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle, differential and rear wheel bearings of its 1967 cars to be free from defects in material or workmanship for 5 years or 50,000 miles, whichever comes first. The owner must change the engine oil and install new oil filter every six (6) months or 4,000 miles, whichever comes first, clean oil filler cap (filtered type) and carburetor air cleaner element every 4,000 miles and replace it every 24,000 miles and furnish evidence of this service to an Authorized American Motors Dealer every six (6) months and have him certify its receipt and the car's mileage. Further, American Motors Corporation so warrants the remainder of the car for 2 years or 24,000 miles, whichever comes first, except tires (warranted by tire manufacturer). Any part so defective, will be repaired or replaced, in accordance with the applicable portion of the warranty, without charge at an Authorized American Motors Dealership. Owners are responsible for deterioration, misuse and normal maintenance.
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Malone & Hyde	24	26
Pabst Brewing	29¾	31¾
Potlatch Forest	25	27
Tele. Utilities	8¼	9¼
Wetterau	20½	22½
Gen. Life Wis.	3½	4¼
Mid Amer. Ins.	4	5
Mid West Life	4¼	5
Frontier Tower Life	1⅞	2⅜

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Allied Stores	25
Amer. Tel. & Tel.	50⅝
Chrysler	34
Columbia Gas	24½
Eaton Mfg. CO.	23⅞
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DRESS SHIRTS **$1.00** REGULAR $3.95

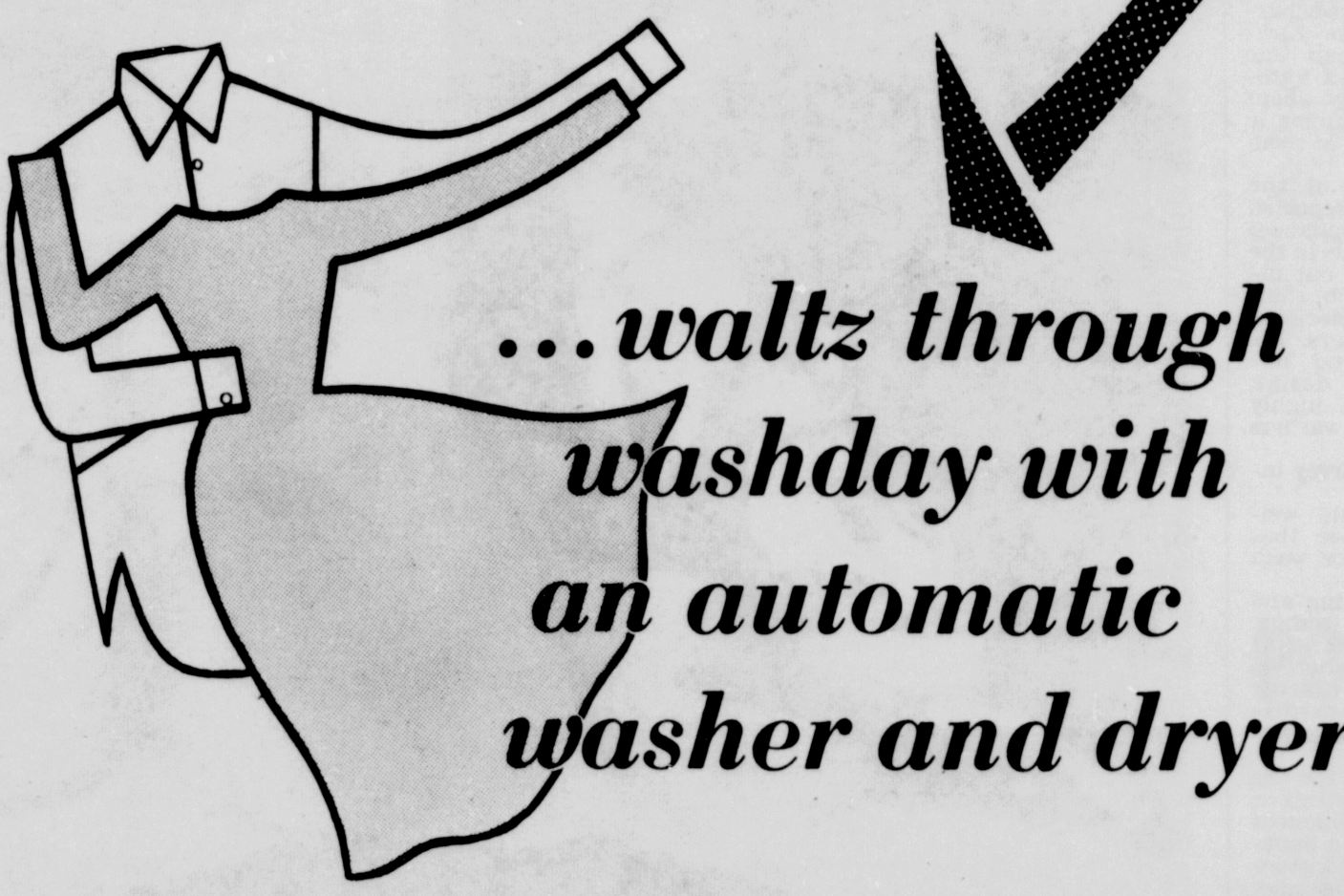
BOYS' BASKETBALL SHOES **$2.99**
FINEST QUALITY

THE BARGAIN STORE

GR 1-3320

waltz through washday

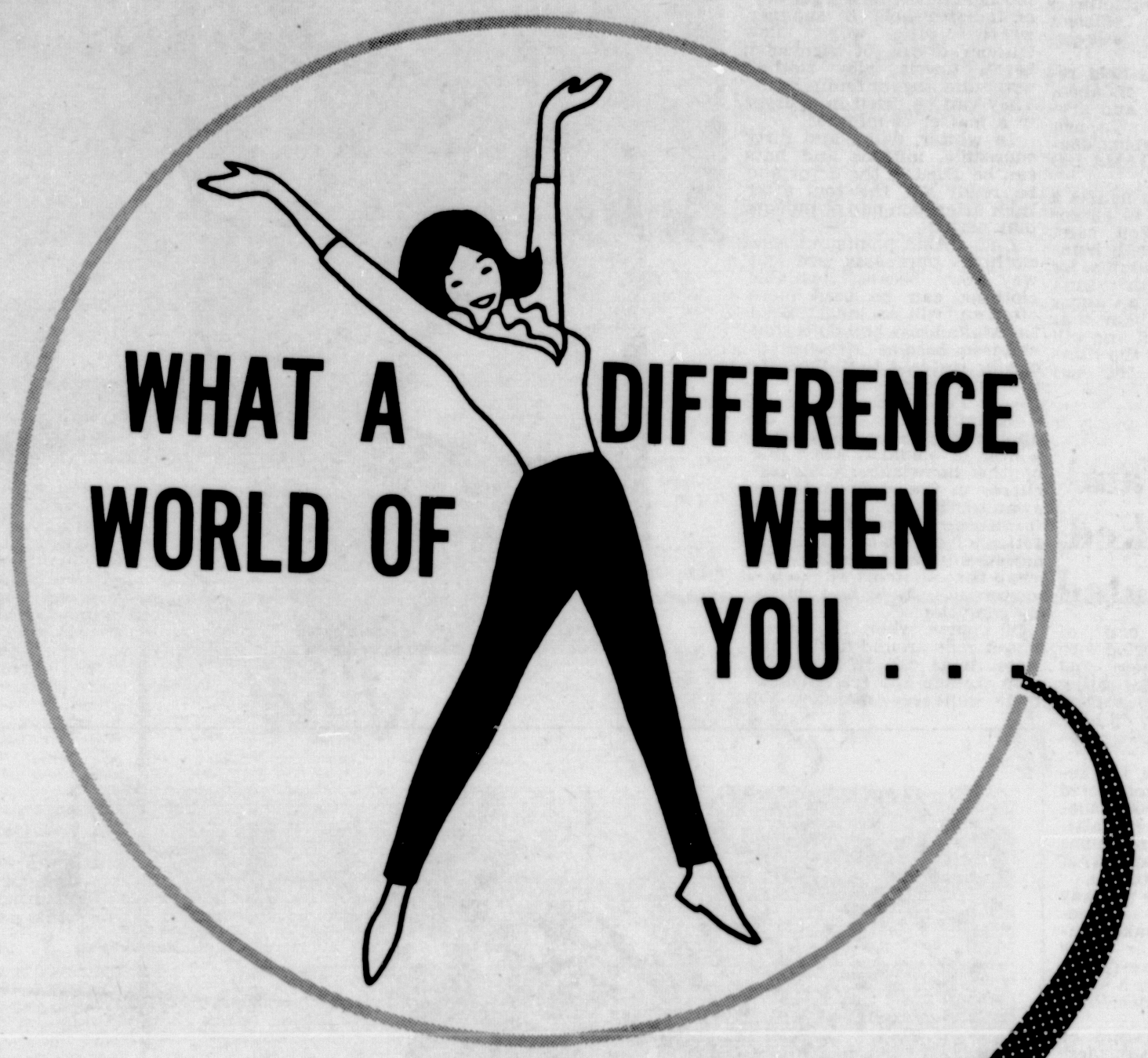




. . . waltz through washday with an automatic washer and dryer

ASSOCIATED NATURAL GAS
BOARD OF PUBLIC WORKS
CAMPBELL APPLIANCE
HOMESTEAD DISTRIBUTING CO.
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Gas Dryer Is Mother's Helper For All the Family's Clothes

The waltz through washday can be a breeze even on a crowded dance floor. Transposing this statement to a laundry libretto: even a homemaker with a large family can turn her washday labors into a simple two-step.

All that's needed, says the Gas Appliance Manufacturers Association, is an efficient washer and an automatic gas clothes dryer.

An all-adult household requires an average of about seven washloads — and dryloads — a week, and a new baby in the family about doubles that average, GAMA has found.

A gas dryer performs like a virtuoso in answer to exceptional demands. You can't schedule a baby's weekly laundry as you can an adult's, for instance, and a mother can't very well explain to an angry and uncomfortable baby that his layette is still wet and will be ready as soon as the rainstorm passes and the sun comes out for a few hours.

Matter of Minutes

With a dryer it's merely a matter of 20 or 30 minutes between switching on the appliance and soft, clean clothes and linens for the infant. Even without washing, the baby's sheets and garments can be freshened by no-heat tumbling in the dryer.

For pre-school children, mothers have found a gas dryer indispensable. In summer, weather often won't allow outdoor drying of swimsuits, beach towels, play clothes, gardening togs or tennis shoes. They can be dried in a dryer in a matter of minutes.

In winter, damp and dirty snowsuits, mittens and hats can be dried in the dryer and be ready for the tots after their afternoon nap or indoors play period.

And, GAMA points out, new clothing purchases are cut way down because available clothing can be used more often and will last longer. Even the stuffed toys and dolls that children become attached to can be restored to fluffy softness in your gas dryer.

For All Seasons

Actually, the gas dryer is an appliance for all seasons. After winter or summer, when one of the homemaker's biggest chores in the wash-and-put-away routine for clothing and furnishing items, the dryer's action of controlled heat, air movement and tumbling will mean that all items will go into storage in their best possible condition.

Of course when the same season rolls around next year, these items can be removed from storage and refreshened in the same, easy manner.



Washing and Drying Liked, Ironing Hated

Ninety-five per cent of homemakers are satisfied with their present washers and dryers, with 53 per cent rating them superior or above average. However, women do have definite ideas for future improvements.

These are some of the results of a survey, conducted for U.S. Steel with 2,000 homemakers to learn women's attitudes toward current home laundry appliances and what women want in the future.

Wash*day* has gone the way of the nickel phone call. One-fourth of the homemakers interviewed do ten or more loads each week. One-fourth wash six or seven days a week. And two-thirds launder three or more days a week.

Only two per cent think of laundering as their hardest household task. Some 90 per cent of those interviewed characterized it as a breeze. However, with fewer than one home in four with an automatic dryer and only about one in two with an automatic washer, there's plenty of room for improvement.

Seventy per cent of the women in the survey reported that their laundry appliances required no service calls in the past year. This bears out industry statistics which show that service calls have declined two-thirds in five years. Increased reliability and improved functional design emerged as the most highly valued attributes of washers and dryers.

Highlights of the survey include:

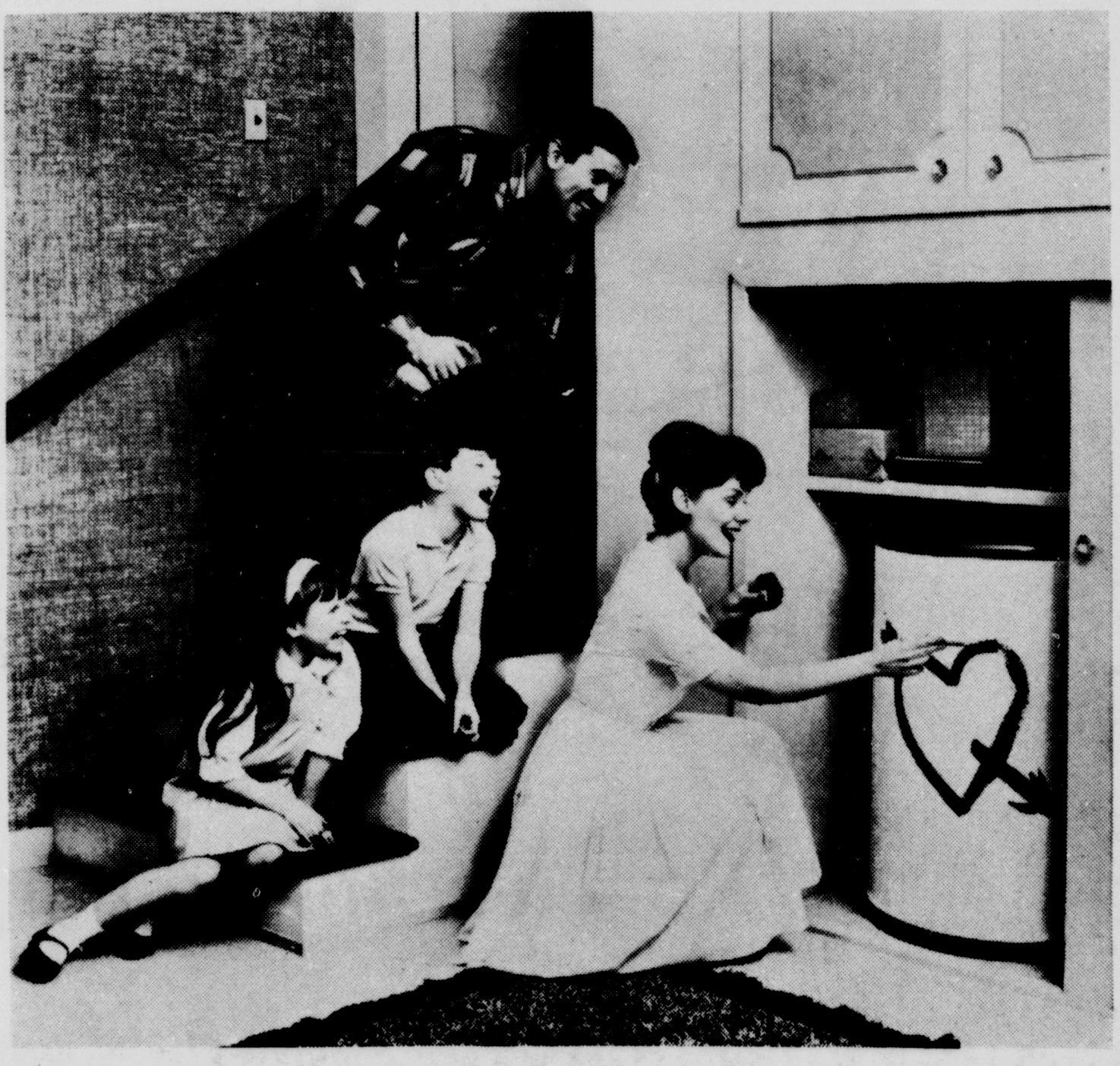
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- Women like washing and drying but hate ironing. Any development that would ease that chore is highly desirable. (Survey was made before permanent press became popular.)
- Some suggestions for the future: remote controls in the kitchen for appliances in the basement...a built-in unit that would store and dispense washday aids . . . an automatic timer that would start the washer or dryer at a preset time.

Interviewers for U.S. Steel made hour-long personal calls on 2,000 housewives during which each phase of laundering in the home was discussed.

Steel Means Value

Automatic washers and dryers now perform more operations — better, faster and with less attention — than ever before. With durability and reliability also increased, there can be no doubt that the new appliances are the best values yet produced by the home laundry industry.

One of the reasons why these appliances can be depended on for years of trouble-free service is that they are largely made of steel.



Lady, you'll just love flameless electric water heating
(almost this much)

From the moment you install a flameless electric water heater you'll know why it's so much better than other types. Because it needs no cumbersome flue, it tucks away unobtrusively almost anywhere. It's utterly silent. And it supplies all the clean, even-temperatured hot water your family needs. Talk with your husband soon about one—another electric appliance worth loving.

LIVE BETTER ELECTRICALLY

BOARD OF PUBLIC WORKS
201 N. NEW MADRID GR 1-3328

Gas Dryer Is Mother's Helper For All the Family's Clothes

The waltz through washday can be a breeze even on a crowded dance floor. Transposing this statement to a laundry libretto: even a homemaker with a large family can turn her washday labors into a simple two-step.

All that's needed, says the Gas Appliance Manufacturers Association, is an efficient washer and an automatic gas clothes dryer.

An all-adult household requires an average of about seven washloads — and dryloads — a week, and a new baby in the family about doubles that average, GAMA has found.

A gas dryer performs like a virtuoso in answer to exceptional demands. You can't schedule a baby's weekly laundry as you can an adult's, for instance, and a mother can't very well explain to an angry and uncomfortable baby that his layette is still wet and will be ready as soon as the rainstorm passes and the sun comes out for a few hours.

Matter of Minutes

With a dryer it's merely a matter of 20 or 30 minutes between switching on the appliance and soft, clean clothes and linens for the infant. Even without washing, the baby's sheets and garments can be freshened by no-heat tumbling in the dryer.

For pre-school children, mothers have found a gas dryer indispensable. In summer, weather often won't allow outdoor drying of swimsuits, beach towels, play clothes, gardening togs or tennis shoes. They can be dried in a dryer in a matter of minutes.

In winter, damp and dirty snowsuits, mittens and hats can be dried in the dryer and be ready for the tots after their afternoon nap or indoors play period.

And, GAMA points out, new clothing purchases are cut way down because available clothing can be used more often and will last longer. Even the stuffed toys and dolls that children become attached to can be restored to fluffy softness in your gas dryer.

For All Seasons

Actually, the gas dryer is an appliance for all seasons. After winter or summer, when one of the homemaker's biggest chores in the wash-and-put-away routine for clothing and furnishing items, the dryer's action of controlled heat, air movement and tumbling will mean that all items will go into storage in their best possible condition.

Of course when the same season rolls around next year, these items can be removed from storage and refreshened in the same, easy manner.



Washing and Drying Liked, Ironing Hated

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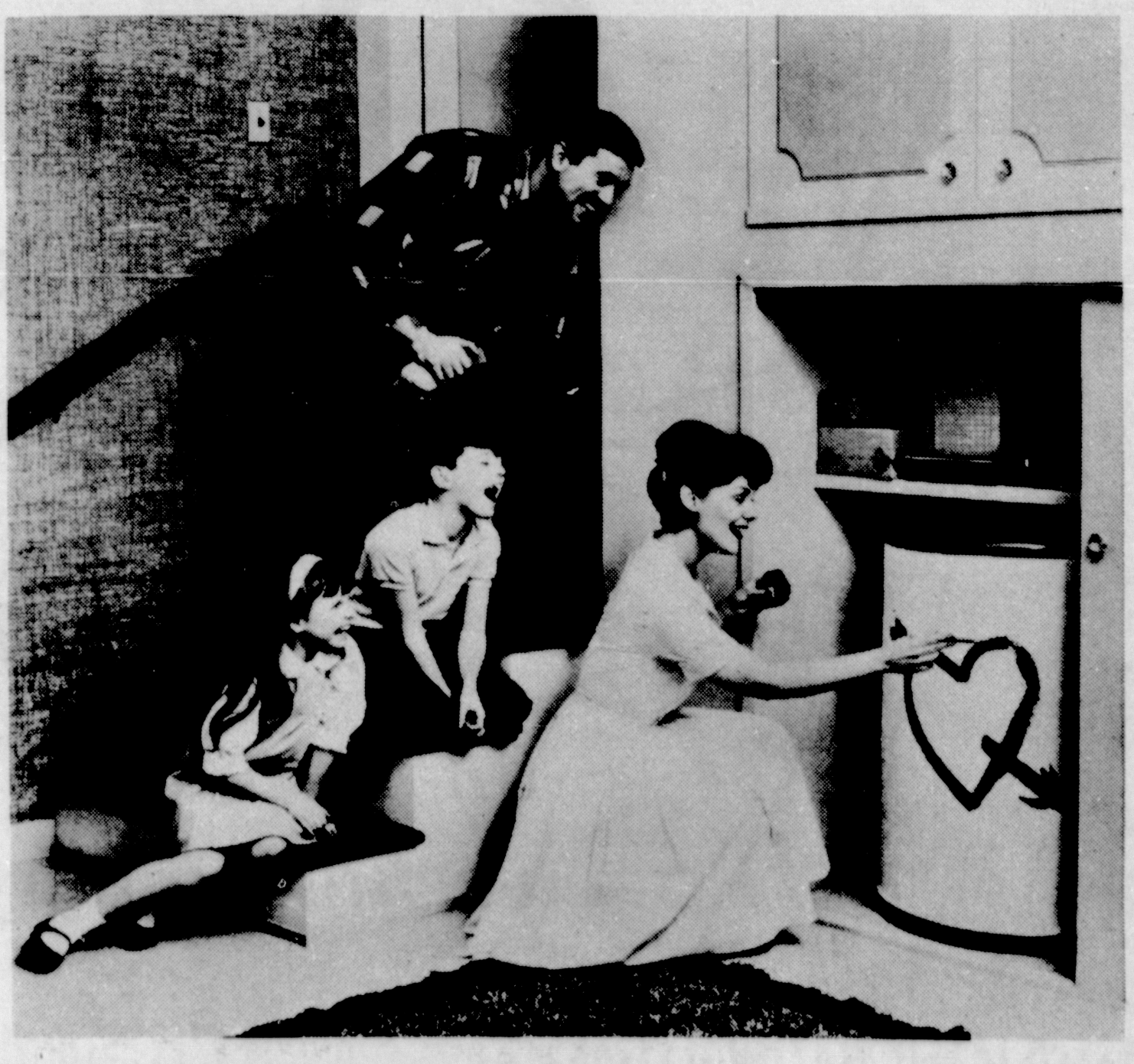
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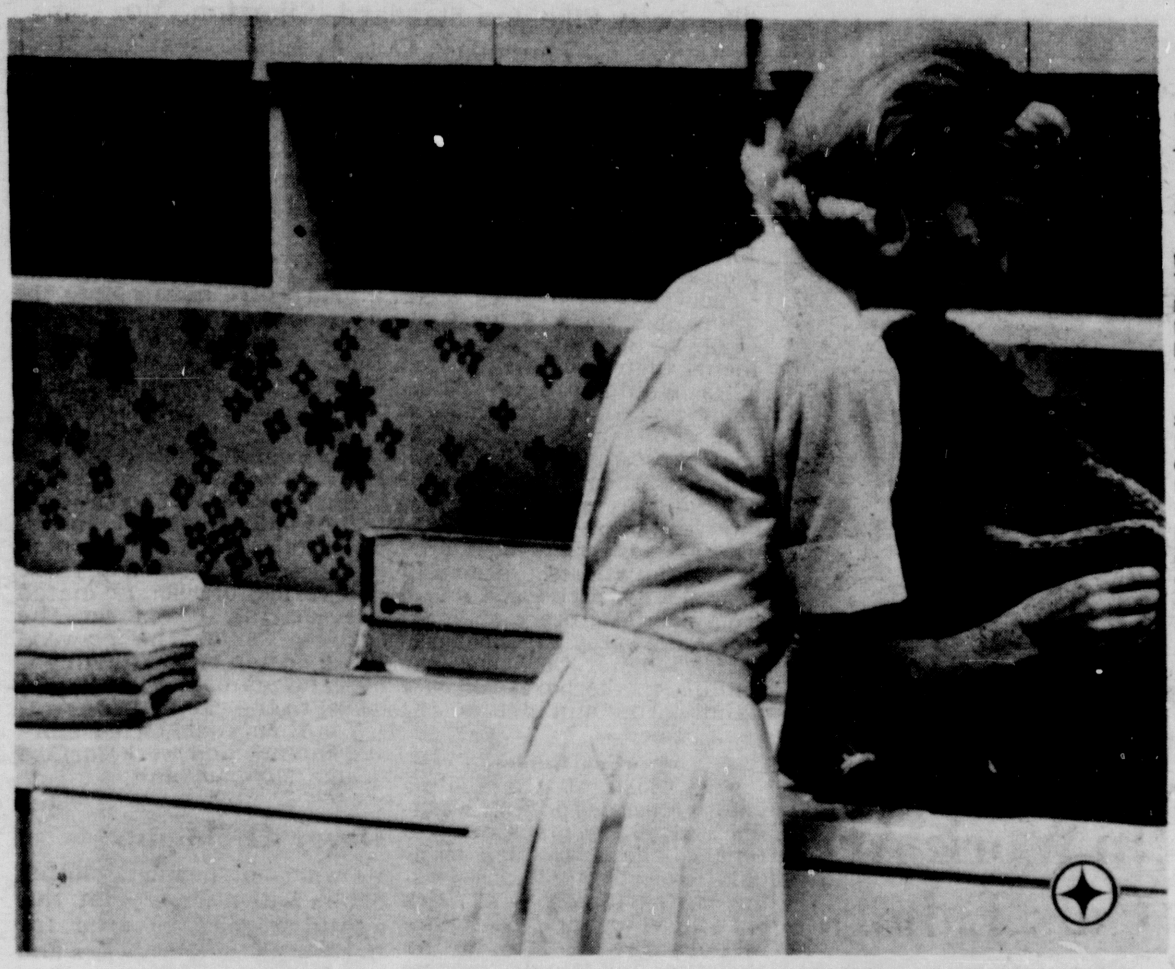


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With More Time & Energy

A WOMAN'S PLACE IS???

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Today a woman's place is still in the home, but it's also in the world outside and women of all ages — from "Mod" to the "Pre-Pepsi Generation" — are bringing their own brand of "know-how" to the business world; making their community a better place to live; engaging in health-giving recreation; or taking classes in all kinds of interesting subjects.

A few years ago, activities of this kind would have resulted in neglected homes, cold supper for Dad and no clean clothes for the kids. But electricity changed all that. It literally made it possible for women — and their families — to "have their cake and eat it, too."

It is in the washing and drying of clothes and linens that electricity has done the biggest job of giving women more time and energy for other activities. Before automatic electric washers and dryers came along, washday was a time-consuming, back-breaking operation.

By the time Mrs. Homemaker went through all the washing, wringing, lugging, stooping, stretching and bending involved, the day was shot and so was she. And she still had to spend the next day ironing.

Today's clever woman has left all that behind. She combines brain power with electric power to launder clothes quickly and easily. Her clothes come out of the dryer with little or no need for ironing. They're cleaner and last longer too.

Things to Know For Electric Dryer Buyers

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• If space is limited, it is sometimes advisable to buy an electric washer and dryer designed so the dryer can be installed above the washer. This arrangement of two units requires no more floor space than a single machine.

Gas Dryer Controls Let You Give All Washables a Tumble

It remains a puzzle that some homemakers who are bright and efficient about most of their chores don't have the sense to bring their wash in out of the rain. They gamble that a glorious sun and low humidity will descend upon their clothesline, and of course, often they are wrong.

A gas clothes dryer neatly closes that little lapse in logic, even to the degree of being able to sense the amount of moisture in the wash and shut itself off exactly when the laundry is dried to your preset specifications.

In fact, points out the Gas Appliance Manufacturers Association, the sophisticated controls of the new gas dryers allow for the precise drying of anything wet, from a pair of canvas shoes to the most delicate sleep wear.

Permanent-press — one of the biggest fabric innovations in many years — is being acclaimed because permanent-press items need no ironing, and thus promise to save the homemaker many hours of labor.

The manufacturers of permanent-press fabrics all recommend their products be dried in dryers rather than clothesline- or drip-dried.

The core of the gas dryer's sensitivity is a built-in device that measures either the amount of heat or moisture in the drying drum. The drying of some knitwears and synthetic fabrics outdoors can be treacherous, because without control of the heat these fabrics can shrink or wrinkle.

Drying Dangers Gone

With a gas dryer, the homemaker can follow the fabric manufacturer's instructions exactly, and avoid ruined or tough-to-iron clean clothes.

The colors of some clothes that are repeatedly dried outdoors lose their original luster. Gas drying, GAMA says, keeps them bright, deep and clear, even after hundreds of dryings.

The dryer's automatic controls include one that will turn the burner off before drying is actually completed to prevent wrinkles from setting in those fickle fabrics.

The dryer can provide several combinations of heat, air flow and tumbling actions, depending on the needs for the particular washload. It can tumble-dry with selected heat and air; tumble-dry with air but no heat; dry at a selected heat but without tumbling, or dry with only air but with no heat or tumbling.

Two Cents' Worth

GAMA says a dryer can completely dry a load for storing in about 30 minutes or partially dry it for ironing in 20 to 25 minutes, and all for about two cents' or less worth of gas.

Not only do modern gas dryers prevent underdrying or overbaking of your wash, but some models even give the benefits of sunshine, without the trappings of sun-fading, bleaching or the dirt and dust that often is attracted to a wet wash on backyard lines. This is accomplished with an ultra-violet lamp that is built right into the interior of the drying section of the appliance.

GAMA recommends you get the same size dryer as washer and notes that dryers can be purchased to operate on natural, manufactured or LP (bottled) gas.

LET ME COUNT THE WAYS

Do you really need an automatic clothes dryer? A typical Midwest year will have 98 rainy days, 72 freezing and snowy days, 120 sooty days, 89 days with winds over 12 m.p.h and only 75 ideal days.

USE THE DAILY SIKESTON STANDARD CLASSIFIED ADS

waltz through washday

Hotpoint

Silhouette WASHER and MATCHING DRYER



Model LW-670 Model LB-675

WASH 2 TO 16 POUNDS

...use no special attachments

ONLY $3.00 Per Week

- Wash any size load from 2 to 16 pounds
- Fountain Filter Washing Action
- 2 Lint Filters
- Sediment Ejector
- 2-Speed Flexibility
- All Porcelain Finish . . . outside and in

ONLY $1.50 Per Week

- Wrinkle-free drying. Cool-off period tumbles clothes without heat. Guards against wrinkles.
- 4 Selections: Normal, Low, Fluff 'N Dry, Wash 'N Wear.
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Other 2 SPEED WASHERS AS LOW AS $179.95

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108 S. Kingshighway-GR 1-4008



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Dryer Is Key to Permanent Press Luxury

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Only a complete optimist would expect to get tumble drying from a clothesline. If she is lucky enough to get a windy day, wash wrinkles will fall out, but if not, the permanent press clothes will retain some wrinkles and she will be back at the ironing board.

Smart homemakers get the true luxury of permanent press with the carefully controlled tumble dry weather provided by flameless electric clothes dryers, according to the Live Better Electrically Program.

Proper drying with an automatic electric dryer is so important because the shape-setting chemicals in permanent press fabrics react to heat, such as that found in the wash and spin-dry cycles of a washer.

During manufacture, creases were locked in and wrinkles locked out by baking the clothing at temperatures as high as 500 degrees. Electric dryers, operating at 130 to 160 degrees, are just hot enough to make permanent press fabrics pliable again and eliminate wrinkles from wearing or washing.

Live Better Electrically offers one hint to homemakers, however. Permanent press garments should be removed from the dryer and hung on hangers when the dryer shuts off. If not, they can settle into a lump, forming new wrinkles in the now-pliable material.

If this does happen, you still don't have to iron. Just run them through your flameless electric dryer again and the temporary wrinkles caused by lumping will disappear.

'It's a Gas!' Says Beatnik Of Hot Water

A lot's been said about the hygiene habits of the beat generation, but the following dialogue between a beat spokesman and an official of the Gas Appliance Manufacturers Association indicates that even hipsters like hot water for their laundering and other needs around the pad.

Beat: "I don't know, Man, I used to scowl at my towel, I'd glower in the shower, a bath was just a laugh."

Official: "Of course that was before your gas water heater was installed. Today, more than 31 million American families find that automatic gas water heaters provide a dependable supply of hot water for more than 150 household needs. And they cost less than other types to operate."

Beat: "Easy, Baby, I think you're laying a plug in my mug — not that I mind that kind. But let me tell you, there used to be a rub in the scrub. I moped when I mopped, I had to get mean to get clean!"

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Official: Yes, well, could you now sum up your feelings about gas water heaters?"

Beat: "I dig the gig. Let's see, gas water heaters . . . gas water heaters . . . gas water heaters . . . Man, I don't know, they just keep on making hot water to clean your threads, and when you turn the tap, you just know — well, what can I say? Having all this hot water . . . is cool."

Storage Plan In Work Area Cuts Labors

Here's an easy home-improvement job for someone who wants to get maximum performance out of [illegible] new washer-and-dryer set

While automatic [illegible]shers and gas dryers have [illegible]inated most of the effort [illegible] soaking, scrubbing, rinsing and hauling the family laundry, most homemakers still waste a lot of motion and effort in sorting the clothes before washing and stacking them after drying, the Gas Appliance Manufacturers Association observes.

One solution to this is offered here by GAMA in the form of a plan to better organize the laundry work area.

You can buy a black metal adjustable shelf. A good size would be 36 inches wide by 40 inches high by 12 inches deep. This would provide three shelves on which you can place nine good-size boxes. The shelves, by the way, are available in standard sizes at most office supply stores. You can buy different-colored fiberboard boxes to fill the shelves, or accumulate a set of matching, sturdy cardboard boxes from a local grocery or liquor store, and spray paint them in varied colors. Cut out grip handles in the boxes for easy handling in and out of the shelf space.

Sorting Guide

Next, look at the dialing guide categories on your washing and drying machines and refer to the instruction manuals for both appliances. Using an ink felt-tip pen, mark out nine categories you believe best describe the daily sorting of clothes and laundry in your home. You may want to use *clothing-type* labels like "white," "brightly-colored," "white lingerie," or you may favor *machine-dial* labels such as "wash n' wear," "normal," "damp dry," or "regular fabrics."

With this sort of arrangement you don't have to go through the agonies of "sorting decisions" every day or worry about how many different washing or drying loads you'll need to do. Fabrics that need special treatment go into their assigned position on the shelf. You won't have to bother with this category, either, until you feel you have a load worth putting into the machine.

To complete your organization of a practical utility area, all you need is a work surface where you can conveniently rest a laundry basket, handle or sort clothes, or stretch and block sweaters and socks.

Buy a piece of plywood 36 inches wide and 15 inches deep. Paint it black, to match the metal shelves, or any one of a variety of colors to match the sorting boxes on the shelves. Center the plywood board on top of the shelf cabinet and permanently affix the board to the cabinet.

You then would have a storage cabinet and work surface in one compact unit.

Dryer Dividends

Owners of new gas clothes dryers will discover that this appliance can be used for freshening tired draperies and for fluffing and dusting shag rugs and pillows. The Gas Appliance Manufacturers Association recommends tumbling them in the clothes dryer at its lowest heat setting for about five minutes. They will look brand new.

More tin has been mined in Alaska than in the entire United States.

Now it's your turn to

Waltz

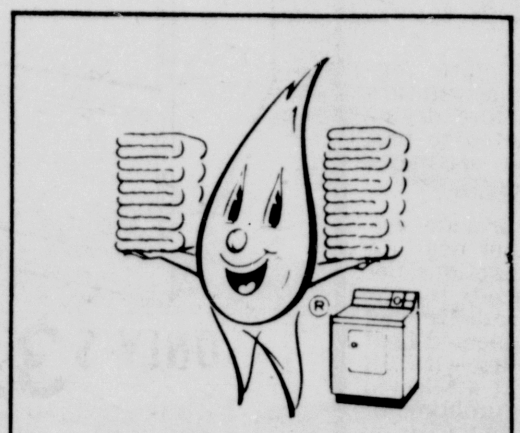


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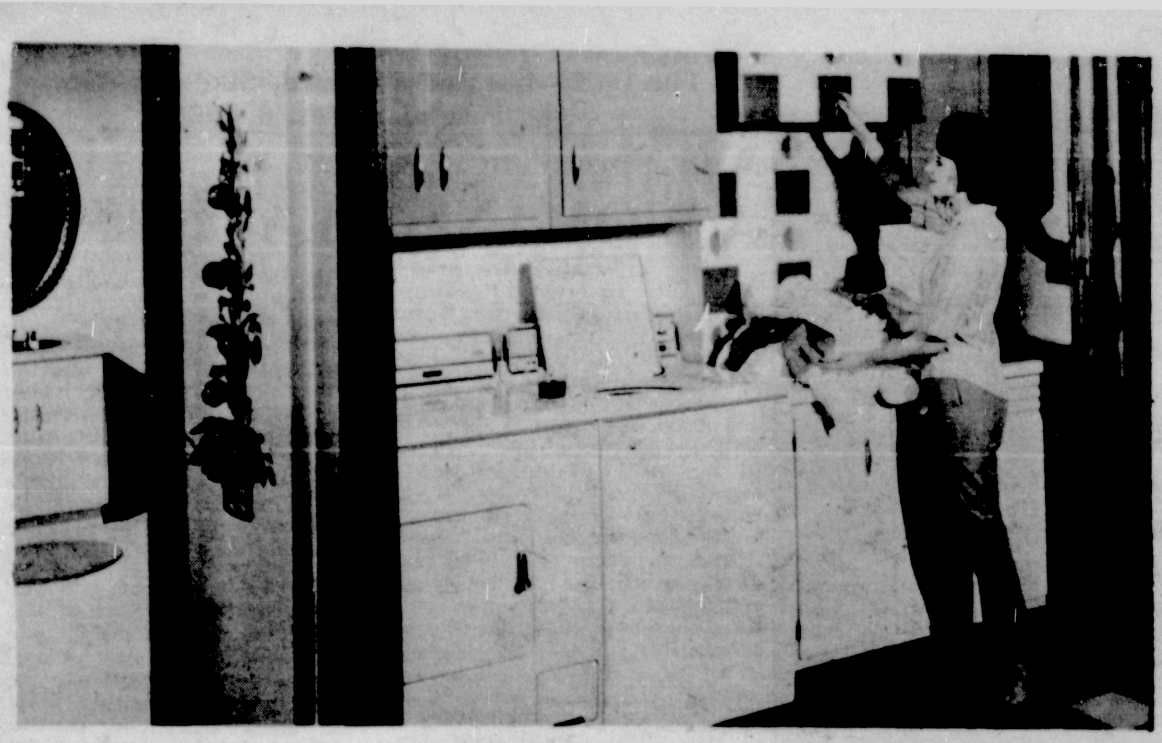
Gas clothes dryer

Have you seen those beautiful Natural Gas clothes Dryers? They're completely automatic. Just dial the degree of dryness you want. Clothes come out soft, fluffy, sweeter smelling. Because nothing dries better than gentle, even Gas heat. Fastest of any, too. Dries a full load in as little as 15 minutes. But best of all, a Gas dryer will save you hours of hard work. No more hauling and hanging heavy wet wash. And what a blessing in rainy or freezing weather. You stay snug indoors and still turn out loads of laundry. Cost to operate a Gas dryer? Very little. And Gas is safe, steady, dependable. So give yourself a break. A waltz break from washday. See your friendly Natural Gas appliance dealer today. He's a good man to know.



Gas makes the big difference... costs less too

Associated Natural Gas Co.



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Beat: "Yeah, Man, but we like some joker in the polka, no starch in the march, get witty with the ditty."

Official: Yes, well, could you now sum up your feelings about gas water heaters?"

Beat: "I dig the gig. Let's see, gas water heaters . . . gas water heaters . . . gas water heaters . . . Man, I don't know, they just keep on making hot water to clean your threads, and when you turn the tap, you just know — well, what can I say? Having all this hot water . . . is cool."

Storage Plan In Work Area Cuts Labors

Here's an easy home-improvement job for someone who wants to get maximum performance out of [illegible] new washer-and-dryer set

While automatic [illegible]shers and gas dryers have e[illegible]inated most of the effort [illegible] soaking, scrubbing, rinsing and hauling the family laundry, most homemakers still waste a lot of motion and effort in sorting the clothes before washing and stacking them after drying, the Gas Appliance Manufacturers Association observes.

One solution to this is offered here by GAMA in the form of a plan to better organize the laundry work area.

You can buy a black metal adjustable shelf. A good size would be 36 inches wide by 40 inches high by 12 inches deep. This would provide three shelves on which you can place nine good-size boxes. The shelves, by the way, are available in standard sizes at most office supply stores. You can buy different-colored fiberboard boxes to fill the shelves, or accumulate a set of matching, sturdy cardboard boxes from a local grocery or liquor store, and spray paint them in varied colors. Cut out grip handles in the boxes for easy handling in and out of the shelf space.

Sorting Guide

Next, look at the dialing guide categories on your washing and drying machines and refer to the instruction manuals for both appliances. Using an ink felt-tip pen, mark out nine categories you believe best describe the daily sorting of clothes and laundry in your home. You may want to use *clothing-type* labels like "white," "brightly-colored," "white lingerie," or you may favor *machine-dial* labels such as "wash n' wear," "normal," "damp dry," or "regular fabrics."

With this sort of arrangement you don't have to go through the agonies of "sorting decisions" every day or worry about how many different washing or drying loads you'll need to do. Fabrics that need special treatment go into their assigned position on the shelf. You won't have to bother with this category, either, until you feel you have a load worth putting into the machine.

To complete your organization of a practical utility area, all you need is a work surface where you can conveniently rest a laundry basket, handle or sort clothes, or stretch and block sweaters and socks.

Buy a piece of plywood 36 inches wide and 15 inches deep. Paint it black, to match the metal shelves, or any one of a variety of colors to match the sorting boxes on the shelves. Center the plywood board on top of the shelf cabinet and permanently affix the board to the cabinet.

You then would have a storage cabinet and work surface in one compact unit.

Dryer Dividends

Owners of new gas clothes dryers will discover that this appliance can be used for freshening tired draperies and for fluffing and dusting shag rugs and pillows. The Gas Appliance Manufacturers Association recommends tumbling them in the clothes dryer at its lowest heat setting for about five minutes. They will look brand new.

More tin has been mined in Alaska than in the entire United States.

Now it's your turn to

Waltz

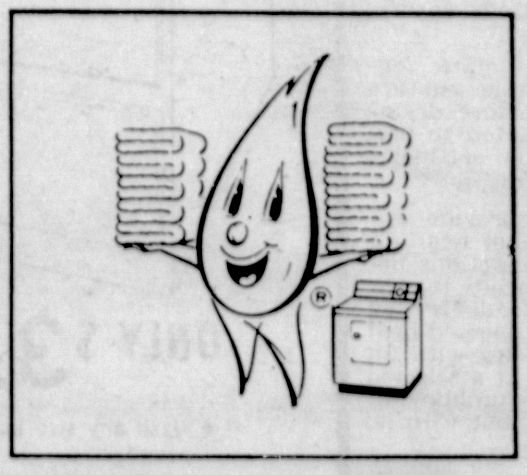


through Washday

with a new automatic

Gas clothes dryer

Have you seen those beautiful Natural Gas clothes Dryers? They're completely automatic. Just dial the degree of dryness you want. Clothes come out soft, fluffy, sweeter smelling. Because nothing dries better than gentle, even Gas heat. Fastest of any, too. Dries a full load in as little as 15 minutes. But best of all, a Gas dryer will save you hours of hard work. No more hauling and hanging heavy wet wash. And what a blessing in rainy or freezing weather. You stay snug indoors and still turn out loads of laundry. Cost to operate a Gas dryer? Very little. And Gas is safe, steady, dependable. So give yourself a break. A waltz break from washday. See your friendly Natural Gas appliance dealer today. He's a good man to know.



Gas makes the big difference... costs less too

Associated Natural Gas Co.



New Gas Water Heaters Take The Chill Out Of All Washing

The hottest developments in clothes washers and detergents will get you only lukewarm laundry results unless your water heater joins in the accompaniment for your waltz through washday.

The U.S. Department of Agriculture recently conducted tests as part of a long-range research project into the survival of bacteria in home laundering. The agency verified what most home economists have found — that clothes washed in hot water are cleaner than clothes washed in cold water, even with cold water detergents.

Stated the Agriculture Department: With no disinfectants added to the wash, "far more bacteria survived in cold water than in hot water."

More than 31 million American families now have gas water heaters, according to figures compiled by the Gas Appliance Manufacturers Association. Nearly three million more will install gas water heaters in their homes before 1966 is over. The reasons for their choice are manifold.

150 Reasons for Gas

The typical wash requires 25 to 30 gallons of heated water, and this is but one of some 150 uses for hot water in the modern home. These families have found that gas water heaters eliminate the difficulty of budgeting their hot water supply because their water heater can't keep up with heated water needs.

Washers, dishwashers, extra bathrooms and growing families all affect the demand for hot water, and where a water heater once might have satisfied the requirements of three people and one hot-water-using appliance, it well might turn a cold shoulder on the needs of four or five with several hot-water-using appliances.

Gas heats faster than any other fuel, says GAMA, and gas-fired water heaters have what is known as a rapid recovery rate, which means it is capable of replacing expended heated water faster than a non-gas water heater. This gas water heater advantage applies whether you use natural gas from city mains, or LP gas beyond utility service.

Another major advantage in modern homes: gas water heaters are no longer the bulky tubular devices identified with the appliance when it became the first automatic home appliance over 75 years ago.

Three Major Styles

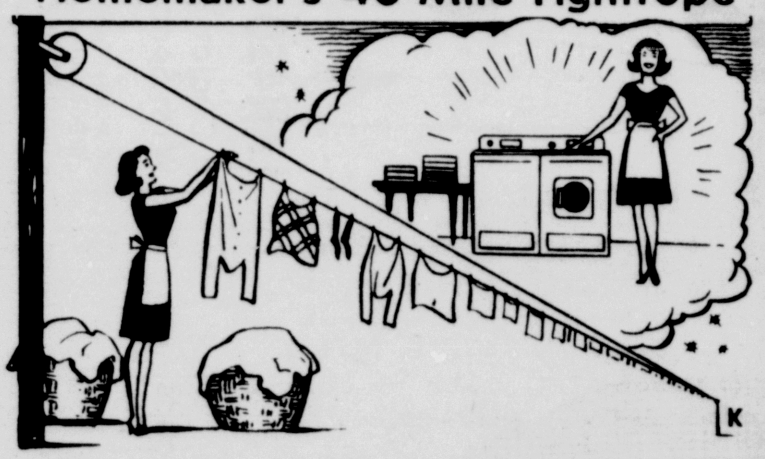
They are now available in counter-top, low-boy and conventional styles, and because of their rapid recovery rate for hot water, a new 30-gallon heater can produce as much heated water as older models twice the size.

You can dial the exact temperature of water you need on the appliance's thermostat control to provide a hotter water for washing and a more tepid one for bathing, for instance. Remote pushbutton controls are another innovatino, allowing you to determine water temperature from anywhere in your home.

Virtually all new heater tanks are glass-lined, which has led to longer appliance life. This means also that corrosion is inhibited, no matter which of the 18,000 types of chemically different water in the country is piped into your home.

The A.G.A. Blue Star Seal of Approval on your gas water heater means it has been thoroughly tested for dependability, durability, safety and efficiency, points out GAMA, and because it's gas, you can be assured your water heater will do its work with time and cost savings unachievable with less efficient types of heaters.

Homemaker's 40-Mile Tightrope



The homemaker who dries her wash on a clothesline lugs an average of two tons of wet wash, walks an extra 40 miles and spends up to 300 hours each year doing it, the Gas Appliance Manufacturers Association has found.

For more than 4,500,000 American women, the gas clothes dryer has not only eliminated this labor, it has greatly reduced ironing and has reclaimed the backyard for living and landscaping.

A gas dryer unties you from the clothesline. You can dry your wash indoors in any weather and forget about the hazards of sunfading, insects and dirt in the air. As a result, clothes and linens can be used more often, storage space is increased and fewer purchases are required.

The troublesome lint that washing often leaves is removed by the gas dryer, and since you can even freshen blankets, curtains and small rugs to remove dust and odors and restore resilience, further savings are realized.

The new automatic gas dryers are equipped with heat or moisture sensing devices, says GAMA, and settings that allow you to dry all fabrics to exact specifications. The makers of permanent press fabrics recommend dryer- rather than drip- or clothesline-drying, and many gas dryers now include permanent-press cycles so that no ironing is needed.

That patio or play area you had no space for will suddenly appear once you remove all the clothesline paraphernalia. And your neighbor no doubt will appreciate your wisdom: flanks of hanging wash are not the most gratifying sights to be seen from his picture window.

A gas clothes dryer can be operated on natural gas, or on LP-gas if you live beyond the city mains. It is one investment that has really earned the title of "work-saving" appliance.

A New Gas Dryer Makes Laundering a Minor Work

A drum certainly is a musical instrument, but you can enjoy it for only so long. Eventually, you're going to want to hear some brass or woodwinds so that the rhythm and melody complement each other.

The same holds true in laundering, says the Gas Appliance Manufacturers Association. It's fine to have a washer, but to really harmonize your waltz through washday you also need a gas clothes dryer.

And ironing, which has been labeled by homemakers as one of their most discordant chores, is greatly reduced with gas dryer drying.

Almost 5,000,000 American families have joined the gas dryer bandwagon. GAMA reports that 707,000 units were purchased last year, and new record sales have been predicted for 1966.

Many Advantages

There are many reasons why a gas dryer can change your laundry chores from a ponderous strain to a cheerful little earful:

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— You can be assured your wash is both cleaner and more germ-free.

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— Your family's clothing will last longer, because gas dryer drying eliminates the damages of sun fading, wind, soot, dust and clothespin pinching. Also prevented are the nuisances of neighborhood pets and errant birds and insects.

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Some new gas dryers are equipped with heat- or moisture-sensing devices that automatically "feel" when the clothes are exactly the way you wish, either totally dry or damp dry, for the articles that require ironing.

And if you're really squeezed for space in your home, there are combination washer-gas dryers as little as 27 inches wide. All dryers and the combination models are available in LP-gas models, if you live beyond city gas mains.

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Towels come out so soft. Delicates won't become parched. T shirts won't shrink due to over drying.

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LO-SUDZ lets you use up to 50% less per load than other brands tested

25 pounds only $5.99

The detergent with the extra - powerful pound. . . takes just ½ to ¾ cup per washer load because it's so concentrated. Cleans, whitens, even freshens laundry better than any other leading detergent tested in Sears Lab in hot or cold water. And it does all this without a washerful of suds. . . better for your machine. 25-lb. box.



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- Folds For Storage



LAH250 Automatic Washer

2 Cycle -- Single Speed With Special Pre-Wash Cycle For Heavily Soiled Loads

. Capacity -- For Biggest Wash Loads
. Water Temperature Selection on Timer: Hot/Warm, Warm/Pre-wash
. Double Action Washing
. Automatic Time Controlled Fill
. Porcelain Enamel Tub



LAH450 Automatic Washer

5 Cycle -- 2 Speed With Special Permanent Press Cycles

. 5 Water Temperature Selections
. 6 Position Automatic Water Saver
. Capacity -- For Biggest Wash Loads
. Porcelain Enamel Tub, Top and Lid
. Double Action Washing



LAH550 Automatic Washer

5 Cycle -- 2 Speed With Special Permanent Press Cycles

. Automatic Fabric Softener Dispenser
. 5 Pushbutton Water Temperature Selections
. 6 Position Automatic Water Saver
. Double Action Washing
. Porcelain Enamel Tub, Top and Lid



LAH650 Automatic Washer

5 Cycle -- 2 Speed With Special Permanent Press Cycles

. Automatic Bleach Dispenser
. Automatic Fabric Softener Dispenser
. Full-Width Fluorescent Lighted Control Panel
. 5 Pushbutton Water Temperature Selections
. 6 Position Automatic Water Saver



DEH250 * Electric Dryer

Automatic Time Control With Special "Air Fluff" Setting

. Automatic Time Control -- Simply set and forget
. "Air Fluff" Setting -- for pillows, blankets, draperies, etc.
. Porcelain Enamel Drum
. Handy Lint Collector
. Door Safety Switch



DEH450 * Electric Dryer

4 Temperature Selections With Special Permanent Press Setting

. Manufacturers Recommend That Permanent Press Garments Be Tumble-Dried For Best Results
. Settings For Automatic Dry; Regular Wash 'N Wear; Low-Delicate; Air Fluff
. Handy Lint Collector
. Porcelain Enamel Drum
. High Limit Safety Thermostat



DEH550 * Electric Dryer

4 Temperature Selections With Special Permanent Press Setting

. Manufacturers Recommend That Permanent Press Garments Be Tumble-Dried For Best Results
. Settings For Automatic Dry (Permanent Press); Time Dry, Regular; Time Dry, Low; Air Fluff
. Interior Basket Light
. Reminder Signal Bell -- rings when clothes reach desired dryness
. Porcelain Enamel Drum



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. Settings For Automatic Dry (Permanent Press); Time Dry, Regular; Time Dry, Low; Damp Dry; Air Fluff
. Reminder Signal Bell -- rings when clothes reach desired dryness
. Lighted Control Panel
. Interior Basket Light

* Also Available In Gas Models

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Clothes Dryer Ends Laundry Haul 'n' Hang

The automatic dryer has been on the home-laundry scene practically as long as the automatic washer, but it has enjoyed much less favor with homemakers. Apparently they felt that the clothes always got dried somehow.

With the advent of permanent press, however, the automatic dryer has leaped dramatically into the spotlight. It is the key to the whole process — tumble drying makes permanent press' promise of absolutely no ironing a reality.

While the advocates of automatic dryers are pleased with this dramatic turn of events, they can be seen shaking their heads over the neglected basic virtues of this most underappreciated major appliance. Even if a woman never buys a permanent-press item, there are lots of reasons why she needs a clothes dryer.

An automatic dryer frees the homemaker from weather worries. Sure the clothes get dry summer or winter, but do you shut off your refrigerator and put the food outdoors when it's freezing out? In the northern part of the country one day out of three has precipitation. And even on an ideal drying day, the laundry is fair game for the fatal attraction clean clothes seem to have for soot, dust, birds and kids.

One of the best-liked advantages of a dryer is that you can start and *finish* the laundry any time of the day any day of the year. You'll find, too, that you need fewer sets of garments and household items. Many items are ready for use straight from the dryer, and much wash-and-wear and all permanent press require no ironing at all.

You'll like the way your clothes stay new looking longer. Fabric and seams are not weakened by wind whipping, and colors are never streaked or faded by the hot sun.





Infants are understandably concerned about the texture of their wardrobes, and mothers have found that the new, automatic gas dryers provide for soft and fluffy diapers. Gas dryers prevent harsh overdrying, says the Gas Appliance Manufacturers Association, and since diapers and all things can be dried in minutes with a gas dryer, mothers are able to maintain a fresh supply of diapers with a minimum of inventory and effort.

Gas Dryer Ends Space Complaint

There's no room for argument over lack of space when it comes to owning a new automatic gas clothes dryer.

Those families who feel desperate for house space can simply store soiled clothes in the washer, thus creating the small amount of room required for an adjoining gas dryer.

But most homes are not really so cramped, the Gas Appliance Manufacturers Association has found, and the labor-saving convenience of a gas dryer more than makes up for the space it occupies.

The average gas dryer requires only about 30 inches of wall space and often less, has a depth of about two feet and is 36 inches high. This height becomes an added advantage, for the flat top provides the perfect place for a counter, or clothes-folding area.

Farsighted families who hope to make a complete laundry room in the basement or upstairs in their home do not have to wait to have a gas dryer, either, GAMA points out.

These modern, streamlined appliances can be placed in virtually any free spot in the home now and then easily and inexpensively relocated anywhere else in your home when your laundry room becomes a reality.

Many homemakers also have discovered that for their purposes the bathroom, pantry or other upstairs room is ideal for their gas dryer, since most items to be washed and dried originate in these areas.

Dryer Stops Over-Drying

Two innovations in gas clothes dryers promise to make this widely used appliance more of a labor-saver than ever. The new features prevent over-drying of clothes.

According to Harold Massey, managing director of the Gas Appliance Manufacturers Association, the two new systems of drying are quite different in operation, but accomplish the same purpose. Both shut off the dryer when a certain percentage of moisture has been removed from the clothes. This means that some moisture is retained to make clothes soft and fibers more elastic.

One system automatically measures the drop in air temperature as it passes through the wet clothes. This determines the rate of evaporation taking place in the dryer drum. It also allows the control to accurately calculate the drying period of any given load. Heat is reduced gradually as clothes become dry and at the critical moment the control shuts off the dryer.

The other system is electronic, the GAMA official explained. A moisture sensing element on each of three baffles attached inside the revolving drum measures the moisture on the clothes. When the proper degree of drying is reached, the gas dryer shuts off automatically.

According to Massey, both systems will prevent the harsh, coarse texture and deep-set wrinkles that are characteristic of over-drying. He pointed out that home economists with the Gas Appliance Manufacturers Association recommend that clothes be removed from the dryer the minute the dryer stops, as this also reduces wrinkling.

GOOD LOCATION

Clothes dryers have made basements much more acceptable as laundry locations because there's no need to carry heavy baskets of wet clothes to outdoor lines and because the dank hanging of clothes indoors in stormy weather is eliminated.

Men Influence Dryer Choice

The home laundry is unquestionably the woman's domain, but it's equally true that the man of the house influences the choice of laundry equipment.

Marketing experts of the Gas Appliance Manufacturers Association say husbands have the final word in three of every four washer and dryer purchases.

This "outside" influence is understandable since the operating and upkeep costs of the gas dryer are low and husbands are more inclined than wives to inquire about these factors.

To the head of the house who's used to figuring mortgage and other costs, it is clear that savings achieved through low-cost operation and service-free performance in an appliance can actually help amortize the original cost after a few years of use.

· More than 2,500,000 families installed new gas water heaters last year, GAMA reports

Automatic Dryer PROFILE CHART

Based on what they can do and how they do it, automatic dryers are divided, for the purpose of this chart, into three groupings—Basic Models, Advanced Models and Top Models. You won't find any one brand of dryer with all the qualifications shown. The functions listed are *typical* of the group.

To obtain a profile of an automatic dryer suited to your family's present and future needs, check the boxes before the versions of the function you prefer. If any of your checks are in the Top Model column, that's the kind you need. If all the checks are in the Advanced and Basic columns, you need an Advanced Model. If all your checks are under Basic Model, that's the one you need.

PROCEDURE	BASIC MODEL	ADVANCED MODEL	TOP MODEL
CYCLES. Automatically perform the air, heat and tumbling actions once they are set.	☐ One cycle—dries regular clothes for shelf storage.	☐ Two cycles—regular and wash-and-wear.	☐ Multi cycles—including wash-and-wear, damp-dry, air fluff, clothes sprinkler.
TEMPERATURES. Choice permits matching heat to fabric requirements.	☐ Two temperatures—high, low, plus air only.	☐ Three temperatures—high, low, wash-and-wear, plus air only.	☐ Up to seven temperatures, including delicate and wool, selected by cycle setting.
TIMING. The choice is between manual or automatic timing.	☐ Manual timing.	☐ Automatic timing is preset for different kinds of loads. Also manual timing.	☐ Automatic timing controlled by cycle setting. Also manual timing.
DRYNESS CONTROLS. Electronic sensing device and automatic (timer-thermostat) controls are available	☐ Not available.	☐ Many brands offer both electronic and automatic dryness controls.	☐ All-electronic control with automatic wash-and-wear and damp-dry cycles.

DOS and DON'TS of PERMANENT PRESS

DON'T expect no-iron results with permanent press unless you tumble dry it. Line-drying or drip-drying will yield about the same results as with regular wash-and-wear.

DO buy permanent-press garments the right size. Some alterations may be impractical. Dresses and slacks can be shortened but not lengthened—the original heat-set crease cannot be eliminated.

DON'T accept permanent-press items with seam puckers or unwanted creases. These imperfections last the life of the item.

DO turn permanent-press garments with creases or pleats inside out when laundering. This prevents abrasion of the sharp edges.

DON'T overload washer or dryer with permanent-press items. Launder them in slightly smaller loads so that they have room to move about and regain their heat-set shape.

DO remove permanent-press items from dryer as soon as it stops. This prevents wrinkles from the weight of the other clothes. If you forget, no great matter. Cycle them through the dryer again and the wrinkles disappear. Follow the same procedure for permanent-press items that are mussed but not soiled.

DON'T let the all-day-fresh appearance of permanent-press items deceive you. They need regular laundering like other washables. And it's so easy. After a quick trip through washer and dryer they're ready for use again . . . you just forget about the ironing.

DO remember that permanent-press is a **finish** that lets your dryer do your ironing. To assure satisfaction the fabric must be properly made, and the garment must be skillfully designed and well-constructed. Your best safeguard is the reputation of the manufacturer and the retailer.



DEH250 * Electric Dryer

Automatic Time Control
With Special "Air Fluff" Setting

- Automatic Time Control -- Simply set and forget
- "Air Fluff" Setting -- for pillows, blankets, draperies, etc.
- Porcelain Enamel Drum
- Handy Lint Collector
- Door Safety Switch



DEH450 * Electric Dryer

4 Temperature Selections
With Special Permanent Press Setting

- Manufacturers Recommend That Permanent Press Garments Be Tumble-Dried For Best Results
- Settings For Automatic Dry; Regular Wash 'N Wear; Low-Delicate; Air Fluff
- Handy Lint Collector
- Porcelain Enamel Drum
- High Limit Safety Thermostat



DEH550 * Electric Dryer

4 Temperature Selections
With Special Permanent Press Setting

- Manufacturers Recommend That Permanent Press Garments Be Tumble-Dried For Best Results
- Settings For Automatic Dry (Permanent Press); Time Dry, Regular; Time Dry, Low; Air Fluff
- Interior Basket Light
- Reminder Signal Bell -- rings when clothes reach desired dryness
- Porcelain Enamel Drum



DEH650 * Electric Dryer

5 Temperature Selections
With Special Permanent Press Setting

- Manufacturers Recommend That Permanent Press Garments Be Tumble-Dried For Best Results
- Settings For Automatic Dry (Permanent Press); Time Dry, Regular; Time Dry, Low; Damp Dry; Air Fluff
- Reminder Signal Bell -- rings when clothes reach desired dryness
- Lighted Control Panel
- Interior Basket Light

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Recent Developments in Gas Home Laundry Equipment

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An engineering advance that may affect the design of gas clothes dryers and water heaters as well as other gas appliances is a solid-state spark igniter. The device is activated by a switch, which ignites a spark that lights the burner flame. It replaces the traditional gas pilot light.

Water heaters are an integral part of home laundry equipment. Home economists generally agree that clothes washed in warm or hot water are cleaner than clothes washed in cold water with the new cold water detergents.

Thirty-one million American homes now are equipped with automatic storage gas water heaters. Sales in 1965 totaled 2,541,500 units. Manufacturer shipments in 1966 could rise by as much as 9.3 per cent, according to a survey of members of GAMA.

The most popular gas water heater is in the 30-gallon range. However, a trend has developed toward larger tanks to accommodate the widespread installations of hot-water-consuming appliances and the extra-bathroom homes. More than a million water heaters with capacities of 40 gallons and over were sold in 1965.

Virtually 100 per cent of these water heaters are glass lined, a development that has led to longer life. Fifteen years ago only about 15 per cent of the heaters produced had glass-lined tanks.

Other improvements, in addition to new designs, include adjustable temperature controls, advanced burners and safety controls, an instantaneous heater for trailers and vacation cottages, and swimming pool heaters.

Dryer Gives Real Two Cents' Worth

If you're told there are less expensive ways than using a gas dryer to dry your clothes, someone's handing you a line — no doubt a clothesline.

The Gas Appliance Manufacturers Association has found that both the initial price and the constant operation costs of a gas dryer are far outweighed by saved labor for the homemaker and longer life of clothes and linens, permitting their use more often than if you had to wait while they dried on a line.

In some areas, gas dryers operate at a cost as low as one-fifth of that of any other mechanical dryer or as little as one cent per wash load. The national average cost per load is no more than two cents.

You can buy an economy model gas dryer for a little over $100, or one with the most advanced extras for just over $300. GAMA recommends that you measure your family's current and future laundry needs before deciding which model is best and most economical for you.

Dryer Forecast – Always Sunny

If you like to be thankful for little things, feel lucky you don't live on Mount Waialeale.

It's on the island of Kauai in Hawaii, has no gas mains and has an average annual rainfall of 471.68 inches.

In other words, about the only way you could keep clothes dry would be to store them in waterproof containers.

The weather in most other regions of America is far less severe, the Gas Appliance Manufacturers Association concedes, but there are still plenty of good meteorological reasons for having a gas dryer in your home.

In most parts of the nation only one day in three is good for outdoor drying. On a national average, 266 days of the year are too wet or too cold.

With a gas dryer, you can dry your wash efficiently, economically and perfectly whenever the time is convenient.

Dryer 'Decides'

Today's gas clothes dryer is capable of handling a vast array of fabrics. Laundering experts wtih the Gas Appliance Manufacturers Association point out that automatic controls in the new dryers not only "decide" how much heat each type of natural or man-made fiber requires, but also stop the drying cycle in time to prevent excessive wrinkling and unnecessary ironing.

Magic in Sunlight? Not for Clothes

Is there some special sort of magic in sunlight?

For you, maybe, says the Gas Appliance Manufacturers Association, but not for clothes. They'll dry just as well mechanically, and maybe fare a lot better without the wind whipping or the chances of soiling.

That magic sun? Can't do anything for clothes a gas dryer can't, say the manufacturers, except maybe fade the colors a bit. And there's the point that wherever clothes are absorbing sunshine in a yard, there's that much less space for humans who can get pleasure and Vitamin D out of Old Sol.

Still think clothes need sun? Then, says GAMA, look at how well laundries, hospitals and other housewives get along without it. What dries clothing well, they say, is simply warm air and enough air and garment motion to let it get at every fiber.

Dryer Prevents Dampened Talks

Some people complain that the art of conversation is on the way out and the clothesline conferences are one of the few remaining means for neighborly communications.

The Gas Appliance Manufacturers Association offers you what it regards as a better idea: get yourself and your neighbors out from under the wet wash and invite them in for a fresh cup of coffee while your gas clothes dryer does a few days of drying in a matter of minutes.

You'll not only have more time for chatting but time for a score of other activities in the home or away.

And talking about talking, your neighbors won't have to speak about the flanks of hanging wash that mar your backyard and the view from their picture windows.

Blue Star Symbol Assures Quality

Chances are that a model of the spanking new gas clothes dryer that waltzes you through washday first had to pass an exacting examination in the laboratories of the American Gas Association.

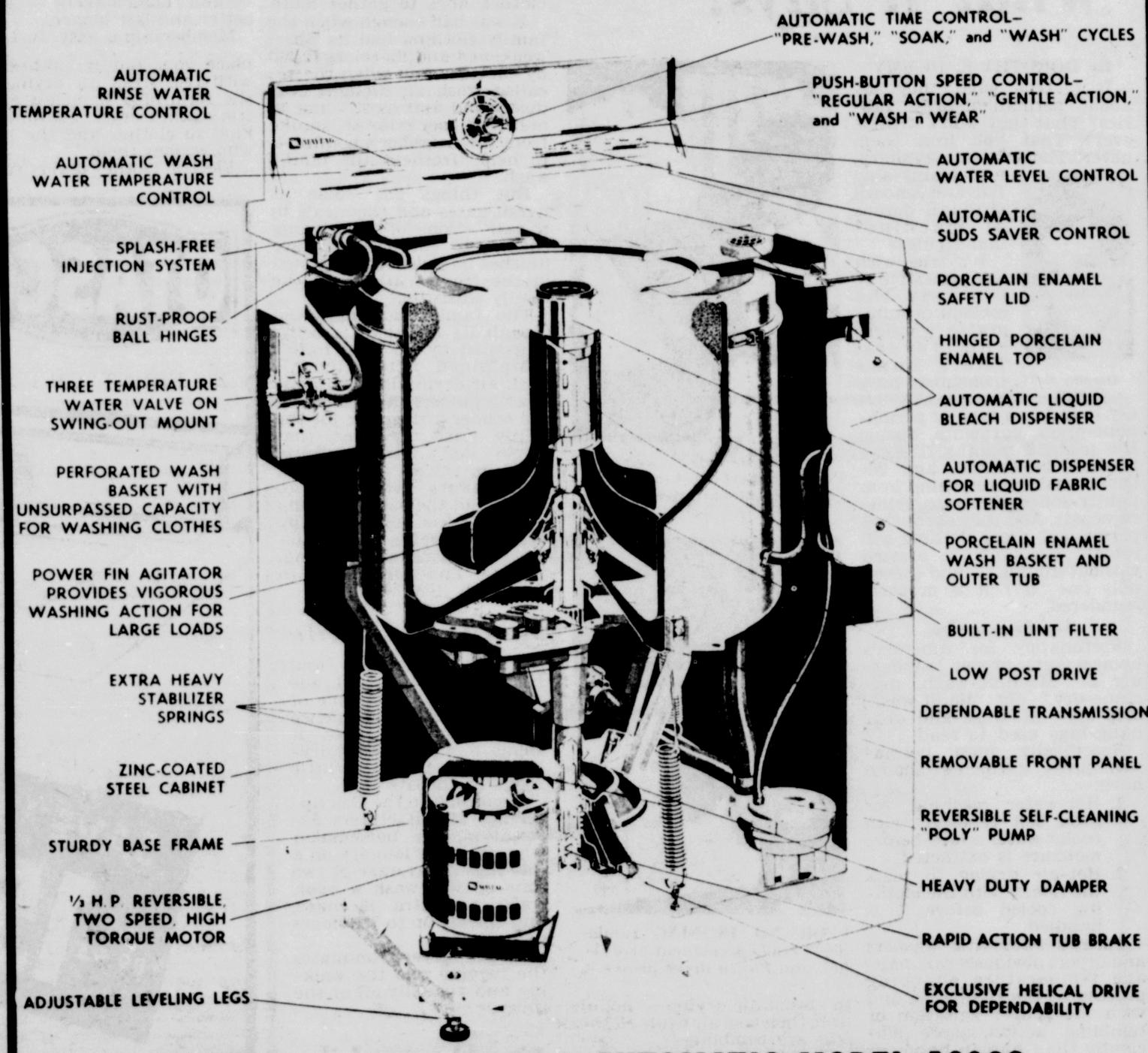
The basic models of many gas dryers and other gas appliances and equipment are voluntarily submitted to the laboratories by their manufacturers and subjected to numerous tests for safety, durability and performance.

If the model passes the tests, says the Gas Appliance Manufacturers Association, it is awarded the A.G.A. Blue Star Seal of Approval, and the manufacturer has the right to affix the Blue Star symbol to identical dryers he produces and sells.

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Clothes Dryer Ends Laundry Haul 'n' Hang

The automatic dryer has been on the home-laundry scene practically as long as the automatic washer, but it has enjoyed much less favor with homemakers. Apparently they felt that the clothes always got dried somehow.

With the advent of permanent press, however, the automatic dryer has leaped dramatically into the spotlight. It is the key to the whole process — tumble drying makes permanent press' promise of absolutely no ironing a reality.

While the advocates of automatic dryers are pleased with this dramatic turn of events, they can be seen shaking their heads over the neglected basic virtues of this most underappreciated major appliance. Even if a woman never buys a permanent-press item, there are lots of reasons why she needs a clothes dryer.

An automatic dryer frees the homemaker from weather worries. Sure the clothes get dry summer or winter, but do you shut off your refrigerator and put the food outdoors when it's freezing out? In the northern part of the country one day out of three has precipitation. And even on an ideal drying day, the laundry is fair game for the fatal attraction clean clothes seem to have for soot, dust, birds and kids.

One of the best-liked advantages of a dryer is that you can start and *finish* the laundry any time of the day any day of the year. You'll find, too, that you need fewer sets of garments and household items. Many items are ready for use straight from the dryer, and much wash-and-wear and all permanent press require no ironing at all.

You'll like the way your clothes stay new looking longer. Fabric and seams are not weakened by wind whipping, and colors are never streaked or faded by the hot sun.



Infants are understandably concerned about the texture of their wardrobes, and mothers have found that the new, automatic gas dryers provide for soft and fluffy diapers. Gas dryers prevent harsh overdrying, says the Gas Appliance Manufacturers Association, and since diapers and all things can be dried in minutes with a gas dryer, mothers are able to maintain a fresh supply of diapers with a minimum of inventory and effort.

Gas Dryer Ends Space Complaint

There's no room for argument over lack of space when it comes to owning a new automatic gas clothes dryer.

Those families who feel desperate for house space can simply store soiled clothes in the washer, thus creating the small amount of room required for an adjoining gas dryer.

But most homes are not really so cramped, the Gas Appliance Manufacturers Association has found, and the labor-saving convenience of a gas dryer more than makes up for the space it occupies.

The average gas dryer requires only about 30 inches of wall space and often less, has a depth of about two feet and is 36 inches high. This height becomes an added advantage, for the flat top provides the perfect place for a counter, or clothes-folding area.

Farsighted families who hope to make a complete laundry room in the basement or upstairs in their home do not have to wait to have a gas dryer, either, GAMA points out.

These modern, streamlined appliances can be placed in virtually any free spot in the home now and then easily and inexpensively relocated anywhere else in your home when your laundry room becomes a reality.

Many homemakers also have discovered that for their purposes the bathroom, pantry or other upstairs room is ideal for their gas dryer, since most items to be washed and dried originate in these areas.

Dryer Stops Over-Drying

Two innovations in gas clothes dryers promise to make this widely used appliance more of a labor-saver than ever. The new features prevent over-drying of clothes.

According to Harold Massey, managing director of the Gas Appliance Manufacturers Association, the two new systems of drying are quite different in operation, but accomplish the same purpose. Both shut off the dryer when a certain percentage of moisture has been removed from the clothes. This means that some moisture is retained to make clothes soft and fibers more elastic.

One system automatically measures the drop in air temperature as it passes through the wet clothes. This determines the rate of evaporation taking place in the dryer drum. It also allows the control to accurately calculate the drying period of any given load. Heat is reduced gradually as clothes become dry and at the critical moment the control shuts off the dryer.

The other system is electronic, the GAMA official explained. A moisture sensing element on each of three baffles attached inside the revolving drum measures the moisture on the clothes. When the proper degree of drying is reached, the gas dryer shuts off automatically.

According to Massey, both systems will prevent the harsh, coarse texture and deep-set wrinkles that are characteristic of over-drying. He pointed out that home economists with the Gas Appliance Manufacturers Association recommend that clothes be removed from the dryer the minute the dryer stops, as this also reduces wrinkling.

GOOD LOCATION

Clothes dryers have made basements much more acceptable as laundry locations because there's no need to carry heavy baskets of wet clothes to outdoor lines and because the dank hanging of clothes indoors in stormy weather is eliminated.

Men Influence Dryer Choice

The home laundry is unquestionably the woman's domain, but it's equally true that the man of the house influences the choice of laundry equipment.

Marketing experts of the Gas Appliance Manufacturers Association say husbands have the final word in three of every four washer and dryer purchases.

This "outside" influence is understandable since the operating and upkeep costs of the gas dryer are low and husbands are more inclined than wives to inquire about these factors.

To the head of the house who's used to figuring mortgage and other costs, it is clear that savings achieved through low-cost operation and service-free performance in an appliance can actually help amortize the original cost after a few years of use.

· More than 2,500,000 families installed new gas water heaters last year, GAMA reports.

Automatic Dryer PROFILE CHART

Based on what they can do and how they do it, automatic dryers are divided, for the purpose of this chart, into three groupings—Basic Models, Advanced Models and Top Models. You won't find any one brand of dryer with all the qualifications shown. The functions listed are *typical* of the group.

To obtain a profile of an automatic dryer suited to your family's present and future needs, check the boxes before the versions of the function you prefer. If any of your checks are in the Top Model column, that's the kind you need. If all the checks are in the Advanced and Basic columns, you need an Advanced Model. If all your checks are under Basic Model, that's the one you need.

PROCEDURE	BASIC MODEL	ADVANCED MODEL	TOP MODEL
CYCLES. Automatically perform the air, heat and tumbling actions once they are set.	☐ One cycle—dries regular clothes for shelf storage.	☐ Two cycles—regular and wash-and-wear.	☐ Multi cycles—including wash-and-wear, damp-dry, air fluff, clothes sprinkler.
TEMPERATURES. Choice permits matching heat to fabric requirements.	☐ Two temperatures—high, low, plus air only.	☐ Three temperatures—high, low, wash-and-wear, plus air only.	☐ Up to seven temperatures, including delicate and wool, selected by cycle setting.
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DRYNESS CONTROLS. Electronic sensing device and automatic (timer-thermostat) controls are available	☐ Not available.	☐ Many brands offer both electronic and automatic dryness controls.	☐ All-electronic control with automatic wash-and-wear and damp-dry cycles.

DOS and DON'TS of PERMANENT PRESS

DON'T expect no-iron results with permanent press unless you tumble dry it. Line-drying or drip-drying will yield about the same results as with regular wash-and-wear.

DO buy permanent-press garments the right size. Some alterations may be impractical. Dresses and slacks can be shortened but not lengthened—the original heat-set crease cannot be eliminated.

DON'T accept permanent-press items with seam puckers or unwanted creases. These imperfections last the life of the item.

DO turn permanent-press garments with creases or pleats inside out when laundering. This prevents abrasion of the sharp edges.

DON'T overload washer or dryer with permanent-press items. Launder them in slightly smaller loads so that they have room to move about and regain their heat-set shape.

DO remove permanent-press items from dryer as soon as it stops. This prevents wrinkles from the weight of the other clothes. If you forget, no great matter. Cycle them through the dryer again and the wrinkles disappear. Follow the same procedure for permanent-press items that are mussed but not soiled.

DON'T let the all-day-fresh appearance of permanent-press items deceive you. They need regular laundering like other washables. And it's so easy. After a quick trip through washer and dryer they're ready for use again . . . you just forget about the ironing.

DO remember that permanent-press is a **finish** that lets your dryer do your ironing. To assure satisfaction the fabric must be properly made, and the garment must be skillfully designed and well-constructed. Your best safeguard is the reputation of the manufacturer and the retailer.



down step is needed; if you take out permanent-press clothing while still hot, handling can spoil the finish. If, on the other hand, your dryer has a wash-and-wear cycle, heat is automatically shut off before the cycle is ended. The clothes are tumbled for several minutes more, without heat, while clothing is gradually cooled.

The happy result is permanent press as it has been promised: smooth flat areas, neat seam and pocket areas, sharp creases and pleats without the touch of an iron.

A favorite demonstration of laundry home economists is to take a few clean yet wrinkled permanent-press garments and "iron" them with the dryer.

The need for this service occurs when clothing has been packed for storage or travel. Men's shirts, for example, may not have been worn but are wrinkled from being packed.

Simple Cure

The cure: simply toss the garments into any automatic dryer with a "tumble-press" or "wash-and-wear" cycle. Set the timer for five minutes of heat, plus the ten-minute cool-down period. Take the garments out as soon as tumbling stops and, presto, they're ready to wear!

Sound good? It's a great new time-saver for every homemaker say the home economists. They are delighted with this new textile development personally, and with the "machine-wash, machine-dry" recommendations professionally.

Dial Your Drying Weather



Dialing the perfect set of drying instructions is easy with a new gas clothes dryer, says the Gas Appliance Manufacturers Association. This model, for instance, offers a damp-dry setting to leave clothes with the proper amount of moisture for immediate ironing, regular-fabric setting for wearing or storage without overdrying and a wash-and-wear setting that dries and de-wrinkles no-ironing articles. This dryer also has an air-fluff setting for tumbling without heat or for sprinkling minute time dry cycle.

For Women Only:

Does Permanent Press Mean What It Says?

By DOROTHY E. DEMMY

Is it true what they say about permanent-press fabrics? That they won't wrinkle ever? That you iron them never? That creases stay sharp, and seams stay flat and smooth through dozens of machine-launderings?



Dorothy E. Demmy

It's true with one qualification, say the makers of automatic washers and dryers. Their home economists have been testing every brand and type of permanent-press garments during the past 18 months. They've washed, re-washed, and 20-times-washed everything from lightly-soiled linens to grimy raincoats. And they agree that permanent-press clothing will remain permanently pressed without ironing if (and there's only one "if") it is properly laundered.

The Prescription

Fortunately for America's homemakers, proper laundering is "Machine-wash, machine-dry," not "Hand-wash, drip-dry" as wash-and-wear hang-tags used to read.

Specifically, most permanent-press garments should have:

1. Hot-water washing for good soil removal, with cooler water added before moisture is extracted;
2. Hot-air drying to relax the fibers, with the clothing cooled before it is handled.

Today's automatic washers and dryers obviously can manage temperature changing process, at the right time and with the proper agitation or tumbling action, more efficiently than human hands or wringer washing and clotheslines. The only feature required (and now, even modestly priced models have it!) is a special "wash-and-wear" or "permanent-press" cycle.

If you buy permanent-press uniforms, workclothes, playclothes, you recognize the need for machine-washing. These items are subject to heavy soiling, are frequently grease stained or food stained. They respond best to the treatment your mother taught you, "The hotter the water, the cleaner the wash."

Is PP complicated? It is but only for the washer manufacturers. All you need to do is put in the clothes and push the wash-and-wear (or permanent-press) button.



"TRULY NO-IRON" says J. C. Penney expert checking tumble-dried permanent-press shirt.



"FOR NO IRONING tumble dry," reads permanent-press label, and Philco dryer proves it.

The same principles apply to automatic drying — hot air first, then cool air while clothes still are tumbling.

To test the value of automatic drying, you need only to wash any two similar PP garments at the same time, then dry one in your dryer, hang the other on the clothesline. You can see the difference clearly; the dryer-dried garment will be ready to wear, the other will need touch up pressing at seams, pockets, any bulky areas.

The reason? The heated air, plus the tumbling action, relax the fibers, actually remove any wrinkles formed in water extraction. In line-drying, particularly of heavy garments, the weight of the fabric plus the weight of the moisture can lead to unnecessary wrinkles.

Vital Cool-Down Step

But in drying, too, the cool-

Electric Dryer Makes Happiest Clothes in Town

Clothes don't like air pollution any more than people do! Yet for years they've had little say in the matter. In city, suburb, farm and country they've had the dirt washed out of them only to be hung on clothes lines to gather more.

It was bad enough when the family clothing had its fibers weakened and its colors faded by the sun. And when the so-called fresh air brought only dust, sand and soot — not to mention occasional smoke from the neighbor's bonfire — to help "freshen" the family wash.

But things got worse as harsh gases and chemicals in the air — some of them strong enough to eat away surface finishes on buildings — joined in the frontal attack on the family wash line.

The family clothing, even though its life span is being shortened by all this, hasn't complained. After all, this fresh air drying is being done in the pursuit of cleanliness and tender loving care for the family wash. It's just that people don't really realize what's in the air. If they did, homemakers wouldn't go through all the back-breaking work that clothesline drying entails — lugging heavy baskets of wet wash and bending, stooping and stretching to hang each item.

Weighty Debate

The traditionalists and the modernists may argue about the value of some of the so-called "convenience appliances," but when it comes to a gas clothes dryer, there seems to be little room for debate.

According to the Gas Appliance Manufacturers Association, the homemaker who dries her laundry on a line lugs an average of two tons of wet wash a year, walks an extra 40 miles, and spends up to 300 hours doing it.

A gas dryer eliminates the lugging and the walking and virtually all of the time.

Gas Dryers Like Durable Press

Business is anything but slack for the durable or permanent-press fabric industry. In fact, it's estimated that 300,000,000 pairs of permanent press slacks alone will be sold in 1966.

The Gas Appliance Manufacturers Association points out that fabric makers recommend clothes dryer-drying rather than clothesline- or drip-drying for permanent-press items.

Manufacturers of gas clothes dryers have come into the fold. The wash-and-wear settings on gas dryers accommodate the exact drying requirements of these new fabrics.

Today's family clothing, tired of early retirement to the rag bag brought on by the rigors of clothesline drying, is joining with modern homemakers to form a Self-Preservation League to make clothes — and homemakers — look better and last longer.

Membership is easy. Just replace your family clothesline with *real* fresh air drying in the form of a flameless electric clothes dryer, guaranteed kind to clothes and the lady who washes them.

Electric clothes dryers tumble clothes gently in a breeze of fresh, clean air, heated to just the right temperature for the different kinds of fabric.

Because they are flameless and easy to install, you can locate them in any handy spot in your home.

With the clothesline gone and the electric dryer installed, you can stop those back-breaking dances, "the clothesline cakewalk" and "the clothes basket stoop" and literally waltz through washday. And besides, you'll have the happiest clothes in town.

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Is there some special sort of magic in sunlight?

For you, maybe, says the Gas Appliance Manufacturers Association, but not for clothes. They'll dry just as well mechanically, and maybe fare a lot better without the wind whipping or the chances of soiling.

That magic sun? Can't do anything for clothes a gas dryer can't, say the manufacturers, except maybe fade the colors a bit. And there's the point that wherever clothes are absorbing sunshine in a yard, there's that much less space for humans who can get pleasure and Vitamin D out of Old Sol.

Still think clothes need sun? Then, says GAMA, look at how well laundries, hospitals and other housewives get along without it. What dries clothing well, they say, is simply warm air and enough air and garment motion to let it get at every fiber.

Dryer Prevents Dampened Talks

Some people complain that the art of conversation is on the way out and the clothesline conferences are one of the few remaining means for neighborly communications.

The Gas Appliance Manufacturers Association offers you what it regards as a better idea: get yourself and your neighbors out from under the wet wash and invite them in for a fresh cup of coffee while your gas clothes dryer does a few days of drying in a matter of minutes.

You'll not only have more time for chatting but time for a score of other activities in the home or away.

And talking about talking, your neighbors won't have to speak about the flanks of hanging wash that mar your backyard and the view from their picture windows.

Blue Star Symbol Assures Quality

Chances are that a model of the spanking new gas clothes dryer that waltzes you through washday first had to pass an exacting examination in the laboratories of the American Gas Association.

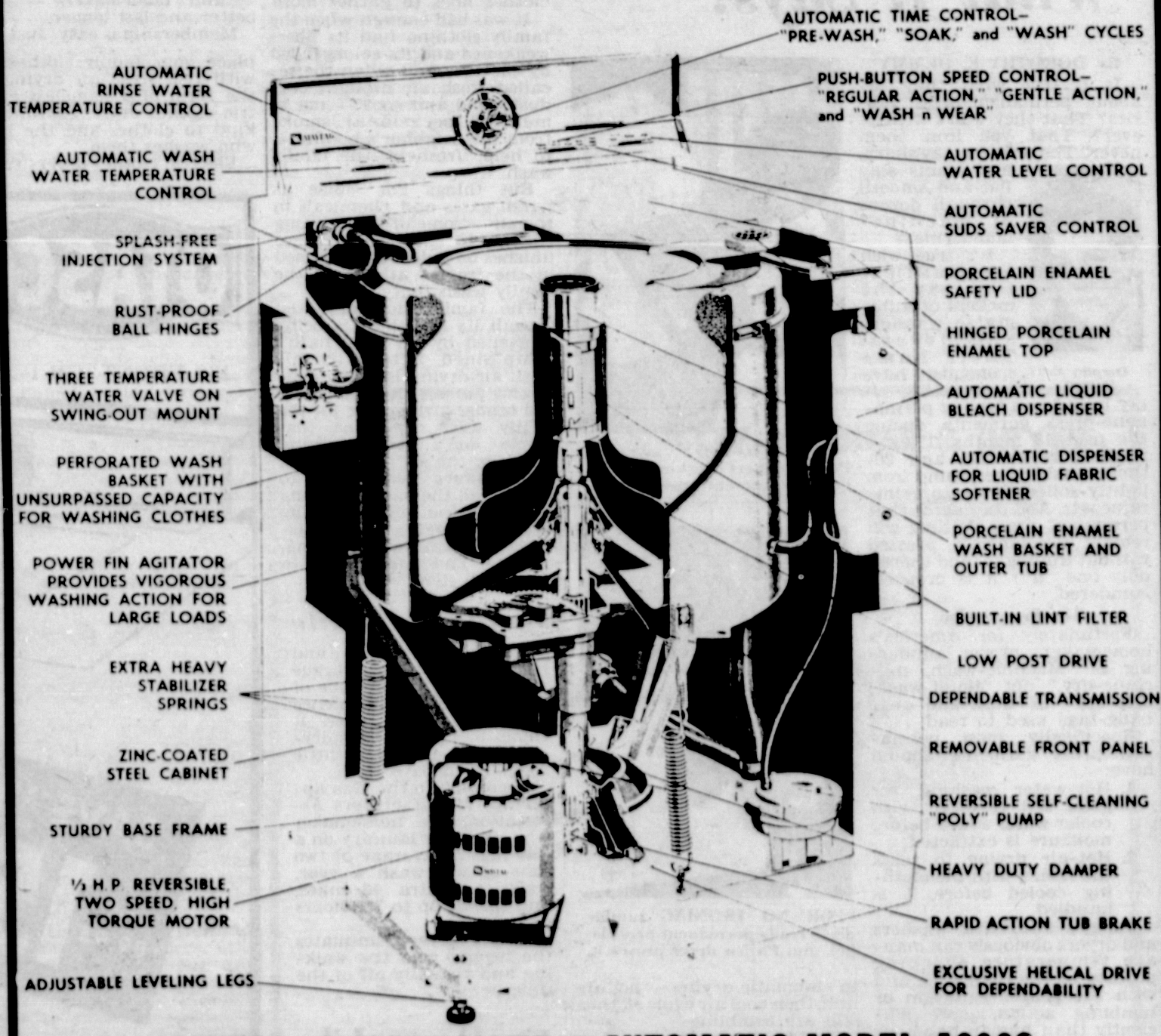
The basic models of many gas dryers and other gas appliances and equipment are voluntarily submitted to the laboratories by their manufacturers and subjected to numerous tests for safety, durability and performance.

If the model passes the tests, says the Gas Appliance Manufacturers Association, it is awarded the A.G.A. Blue Star Seal of Approval, and the manufacturer has the right to affix the Blue Star symbol to identical dryers he produces and sells.

MAYTAG

We Are Not Ashamed To Expose The Insides Of Our Washers. Quality Is More Than Skin Deep.

LISTED BELOW ARE REASONS WHY MAYTAGS WILL WASH YOUR CLOTHES CLEANER, LONGER.



MAYTAG "WASHPOWER"™ AUTOMATIC MODEL A806S

MAYTAGS ARE BUILT BETTER TO LAST LONGER. SEE THEM AT

LEWIS FURN. STORES

DOWNTOWN AND WEST MALONE AVE. SIKESTON

WE FEATURE MAYTAG RED CARPET SERVICE.



So, Why Buy Electric Dryer

1. YOU GET CONVENIENCE DAY OR NIGHT — EVERY DAY OF THE YEAR. You can wash and dry when you want to without weather worries.

2. YOUR CLOTHES STAY BRIGHTER, FRESHER AND NEWER-LOOKING. The flameless electric dryer eliminates sun fading and clothesline wear. There's no air-borne dirt to soil newly laundered clothes.

3. YOU SAVE TIME AND ENERGY FOR OTHER FAMILY ACTIVITIES. Ohio State University found that it takes 28 times as long to hang an 8 pound load of clothes on the line as it does to put them from the washer into the dryer.

It's a Real Home Hero

The un-sung hero of a good waltz through washday is the flameless electric water heater. Without it, the waltz and the washing would both slow down to a crawl, according to the Live Better Electrically Program.

It gets little attention from busy homemakers, because, like most heroes, an electric water heater is the strong silent type. There's not even an occasional gurgle to let you know that it's there.

And just as heroes come in all sizes and shapes, so do electric water heaters. Some are round, some are square and some are work-counter height for use in laundry areas or kitchens. And whether they hold 30 gallons or 90, they all deliver 150 degree water on demand.

With the average family of four using about 1200 gallons of 150 degree water a month, the electric water heater keeps pretty busy.

It's a cool operator, though, keeping the water hot while the outside of the heater is cool to the touch. And it's so well insulated on all six sides that it will store water at high temperatures up to three days without reheating.

Unlike most heroes, electric water heaters don't crave the spotlight. They are perfectly happy stowed away in closets or tucked under stairways or counters. Because they are flameless, they can be installed where you want them to give plenty of hot water for really clean washes.

Flameless Dryers Beat The Weather

You can do the laundry for 20 families in a 40 hour week with a flameless electric washer and dryer and still have plenty of time and pep left over for the other things you like to do.

Without these twin laundry components, however, the task would be insurmountable, according to the Live Better Electrically Program of Edison Electric Institute.

It would take at least 2,000 feet of clothes line to hang all those clothes, plus carrying out at least 20 baskets of wet wash and walking a couple of miles just to hang them up to dry. Add to this the complications of rainy, snowy, and cloudy days and life without a flameless electric clothes dryer gets even more complicated.

Of course only the local laundromat might be called upon to wash for 20 families. But the same lesson applies in the home: the flameless electric clothes dryer does away with a lot of back-breaking labor.

Automatic electric dryers finish your clothes on schedule and offer additional bonuses to outwit the elements. You can dry Junior's snow suit; dehydrate the blouse you don't have time to iron before it mildews. You can freshen bed pillows and the ones that get a constant going over on the sofa. You can even warm a cold garment for an ailing husband or a sick child.

But the job you'll always rely on your electric dryer for is keeping your weekly laundry schedule in check.

Although no homemaker will be using her electric washer and dryer constantly during a 40 hour week, it's nice to know that time-wise, work-wise and weather-wise a total electric laundry can do the impossible with the flick of a switch or the turn of a dial.

Electric Laundry Takes Guess-work Out of Washdays

The latest in electric laundry equipment has taken all the guesswork out of washing and drying, according to the Live Better Electrically Program of the Edison Electric Institute.

Today's flameless laundry appliances make use of the versatility only electricity can offer or achieve. The new lines of modern flameless electric washers and dryers provide all kinds of special fabric care. Electronic sensors or moisture minders automatically shut off machines when they decide clothes have reached the exact degree of dryness selected.

Cold-water sprays help prevent spin-set wrinkles in synthetic fabrics; there are extra wash cycles for heavily soiled garments; even extra slow washing speeds for very delicate fabrics; there are fluff cycles to air garments without heat; built-in sprinklers to dampen clothes and timed automatic dispensers for bleaches, detergents and fabric softeners.

Today's line of automatic electric washers and dryers are better than ever—and only electricity could make them that way. Even the problem of getting rid of lint in both washers and dryers is now more effectively handled.

These new, completely automatic features have been made possible only because of the versatility of electricity. In addition to their ability to be all things to all fabrics, total electric washers and dryers are also imbued with those special characteristics that only flameless electricity can offer.

The new line of laundry appliances is a testimonial to better washdays ahead. Total electric means versatile appliances, easy to maintain and to install because they are flameless.

New No-Iron Finish Needs Clothes Dryer

Five billion dollars a year is the amount of money we spend doing the family wash, and many women say they spend more time at the laundry than at any other household task except cooking. With this tremendous investment of money and time, it is obvious that home laundry appliances are things it pays to make the right decisions about.

With this objective in mind, manufacturers, retailers, utilities, trade associations and U.S. Steel are joining in the fourth annual Waltz Through Washday program in October.

The importance of right decisions is underscored by the dramatic development of permanent press in just the past year. Permanent press is a finish for garments and household items that completely eliminates ironing *if they are tumble dried in an automatic dryer*. Scores of garments for men, women and children — as well as household items such as sheets—are now available in permanent press, and new ones seem to be announced weekly.

By Modern Standards

Only about 26 per cent of our homes are equipped by modern standards to cope with today's laundry requirements. These standards require an automatic washer and dryer. About 40 per cent of homes do have automatic washers, but only about 26 per cent have clothes dryers. The perfection of permanent press is expected to boom the sale of dryers, since the no-iron feature becomes a reality only if tumble drying is used.

The new automatic washers and dryers at first glance seem to be complicated. This is true on the inside where they perform their washday magic. But on the outside they have been greatly simplified over models of only a few years ago. Setting one control is all you have to do on some models to completely process any conceivable type of load.

IT JUST LIES THERE

Wash-and-wear is made from fabric that is processed flat, before being cut and sewn. Permanent press gets its shape-setting finish *after* the item is made, but only tumble drying makes it no ironing

A "Less Work" Revolution!!!

Electric living is creating a minor revolution. Not the kind that overthrows nations but the kind that has a lasting effect on our lives never-the-less.

The concept of total electric living means LESS WORK of the kind which robs you of energy, time and the ability to be more than a mechanical symbol within the family framework.

The most revolutionary section of the total electric picture has probably occurred in the family lanndry. It has thrown out wash tubs, clothes pins, clothes lines and our weather worries.

Flameless electricity has revolutionized the concept of wash day — all to benefit of mothers and their families.

Dry Clothes the Gentle Way for Fewer Wrinkles

If you want to improve the appearance of family laundry clothing and household items should be dried electrically Clothes dried electrically are clean, soft, fluffy and sweet smelling. White articles stay white and colored items do not fade.

An electric clothes dryer has the benefits of sunshine without the harmful effects that, unfortunately, some times occur with nature's way.

The "natural" but gentle way clothes are dried in an electric dryer means fewer wrinkles and less ironing. Many articles in the family wash do not need to be ironed after they are removed from an electric clothes dryer. And with permanent or durable press clothes, the dryer is an even greater necessity.

When clothes are dried carefully, they wear longer and look better, the Live Better Electrically Program points out.

Once you choose and set your drying selection on an electric dryer, your job is done. There are special settings for all types of fabrics on an electric clothes dryer . . . settings which take special care of all kinds of wash-and-wear fabrics. Automatic devices inside your electric dryer "feel" when clothes have reached the proper degree of dryness and shut your dryer off automatically.

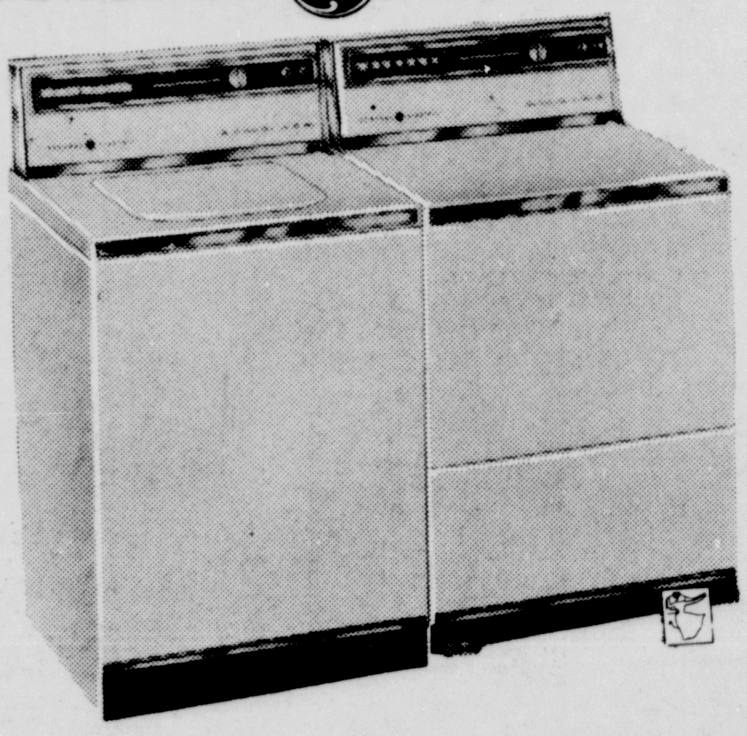
When you dry fabrics the flameless electric way, LBE says, they keep colors, last longer and look better



WITH A NEW WASHER & DRYER

SEVERAL MODELS TO CHOOSE FROM

GENERAL ELECTRIC



WASHERS FROM $180.00

DRYERS FROM $120.00

RUDY'S FURNITURE

BEHIND THE CREAM CASTLE

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down step is needed; if you take out permanent-press clothing while still hot, handling can spoil the finish. If, on the other hand, your dryer has a wash-and-wear cycle, heat is automatically shut off before the cycle is ended. The clothes are tumbled for several minutes more, without heat, while clothing is gradually cooled.

The happy result is permanent press as it has been promised: smooth flat areas, neat seam and pocket areas, sharp creases and pleats without the touch of an iron.

A favorite demonstration of laundry home economists is to take a few clean yet wrinkled permanent-press garments and "iron" them with the dryer.

The need for this service occurs when clothing has been packed for storage or travel. Men's shirts, for example, may not have been worn but are wrinkled from being packed.

Simple Cure

The cure: simply toss the garments into any automatic dryer with a "tumble-press" or "wash-and-wear" cycle. Set the timer for five minutes of heat, plus the ten-minute cool-down period. Take the garments out as soon as tumbling stops and, presto, they're ready to wear!

Sound good? It's a great new time-saver for every homemaker, say the home economists. They are delighted with this new textile development personally, and with the "machine-wash, machine-dry" recommendations professionally.

Dial Your Drying Weather



Dialing the perfect set of drying instructions is easy with a new gas clothes dryer, says the Gas Appliance Manufacturers Association. This model, for instance, offers a damp-dry setting to leave clothes with the proper amount of moisture for immediate ironing, regular-fabric setting for wearing or storage without overdrying and a wash-and-wear setting that dries and de-wrinkles no-ironing articles. This dryer also has an air-fluff setting for tumbling without heat or for sprinkling [illegible] minute time dry cycle.

For Women Only:

Does Permanent Press Mean What It Says?

By DOROTHY E. DEMMY

Is it true what they say about permanent-press fabrics? That they won't wrinkle ever? That you iron them never? That creases stay sharp, and seams stay flat and smooth through dozens of machine-launderings?



Dorothy E. Demmy

It's true with one qualification, say the makers of automatic washers and dryers. Their home economists have been testing every brand and type of permanent-press garments during the past 18 months. They've washed, re-washed, and 20-times-washed everything from lightly-soiled linens to grimy raincoats. And they agree that permanent-press clothing will remain permanently pressed without ironing if (and there's only one "if") it is properly laundered.

The Prescription

Fortunately for America's homemakers, proper laundering is "Machine-wash, machine-dry," not "Hand-wash, drip-dry" as wash-and-wear hang-tags used to read.

Specifically, most permanent-press garments should have:

1. Hot-water washing for good soil removal, with cooler water added before moisture is extracted;
2. Hot-air drying to relax the fibers, with the clothing cooled before it is handled.

Today's automatic washers and dryers obviously can manage temperature changing process, at the right time and with the proper agitation or tumbling action, more efficiently than human hands or wringer washing and clotheslines. The only feature required (and now, even modestly priced models have it!) is a special "wash-and-wear" or "permanent-press" cycle.

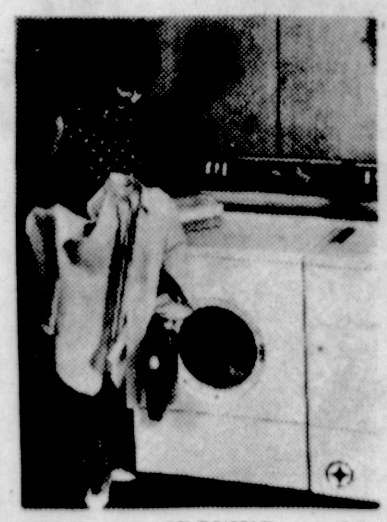
If you buy permanent-press uniforms, workclothes, playclothes, you recognize the need for machine-washing. These items are subject to heavy soiling, are frequently grease stained or food stained. They respond best to the treatment your mother taught you, "The hotter the water, the cleaner the wash."

Is PP complicated? It is but only for the washer manufacturers. All you need to do is put in the clothes and push the wash-and-wear (or permanent-press) button.

The same principles apply



"TRULY NO-IRON" says J. C. Penney expert checking tumble-dried permanent-press shirt.



"FOR NO IRONING tumble dry," reads permanent-press label, and Phileo dryer proves it.

to automatic drying — hot air first, then cool air while clothes still are tumbling.

To test the value of automatic drying, you need only to wash any two similar PP garments at the same time, then dry one in your dryer, hang the other on the clothesline. You can see the difference clearly; the dryer-dried garment will be ready to wear, the other will need touch up pressing at seams, pockets, any bulky areas.

The reason? The heated air, plus the tumbling action, relax the fibers, actually remove any wrinkles formed in water extraction. In line-drying, particularly of heavy garments, the weight of the fabric plus the weight of the moisture can lead to unnecessary wrinkles.

Vital Cool-Down Step

But in drying, too, the cool-

Electric Dryer Makes Happiest Clothes in Town

Clothes don't like air pollution any more than people do! Yet for years they've had little say in the matter. In city, suburb, farm and country they've had the dirt washed out of them only to be hung on clothes lines to gather more.

It was bad enough when the family clothing had its fibers weakened and its colors faded by the sun. And when the so-called fresh air brought only dust, sand and soot — not to mention occasional smoke from the neighbor's bonfire — to help "freshen" the family wash.

But things got worse as harsh gases and chemicals in the air — some of them strong enough to eat away surface finishes on buildings — joined in the frontal attack on the family wash line.

The family clothing, even though its life span is being shortened by all this, hasn't complained. After all, this fresh air drying is being done in the pursuit of cleanliness and tender loving care for the family wash. It's just that people don't really realize what's in the air. If they did, homemakers wouldn't go through all the back-breaking work that clothesline drying entails — lugging heavy baskets of wet wash and bending, stooping and stretching to hang each item.

Weighty Debate

The traditionalists and the modernists may argue about the value of some of the so-called "convenience appliances," but when it comes to a gas clothes dryer, there seems to be little room for debate.

According to the Gas Appliance Manufacturers Association, the homemaker who dries her laundry on a line lugs an average of two tons of wet wash a year, walks an extra 40 miles, and spends up to 300 hours doing it.

A gas dryer eliminates the lugging and the walking and virtually all of the time.

Gas Dryers Like Durable Press

Business is anything but slack for the durable or permanent-press fabric industry. In fact, it's estimated that 300,000,000 pairs of permanent press slacks alone will be sold in 1966.

The Gas Appliance Manufacturers Association points out that fabric makers recommend clothes dryer-drying rather than clothesline- or drip-drying for permanent-press items.

Manufacturers of gas clothes dryers have come into the fold. The wash-and-wear settings on gas dryers accommodate the exact drying requirements of these new fabrics.

Today's family clothing, tired of early retirement to the rag bag brought on by the rigors of clothesline drying, is joining with modern homemakers to form a Self-Preservation League to make clothes — and homemakers — look better and last longer.

Membership is easy. Just replace your family clothesline with *real* fresh air drying in the form of a flameless electric clothes dryer, guaranteed kind to clothes and the lady who washes them.

Electric clothes dryers tumble clothes gently in a breeze of fresh, clean air, heated to just the right temperature for the different kinds of fabric.

Because they are flameless and easy to install, you can locate them in any handy spot in your home.

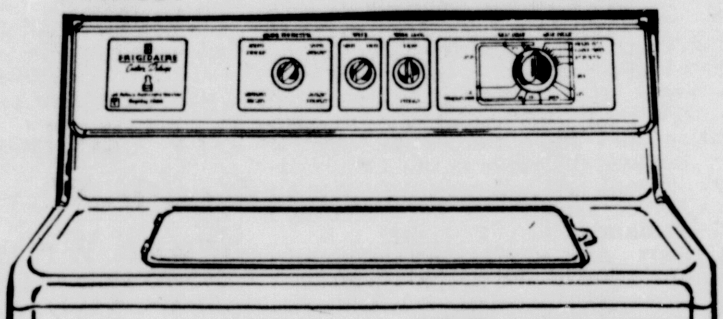
With the clothesline gone and the electric dryer installed, you can stop those back-breaking dances, "the clothesline cakewalk" and "the clothes basket stoop" and literally waltz through washday. And besides, you'll have the happiest clothes in town.



Waltz Through Washday Automatically

With Washers and Dryers by FRIGIDAIRE

THE 1967 JET ACTION WASHER KEEPS THE PRESS IN DURABLE PRESS!



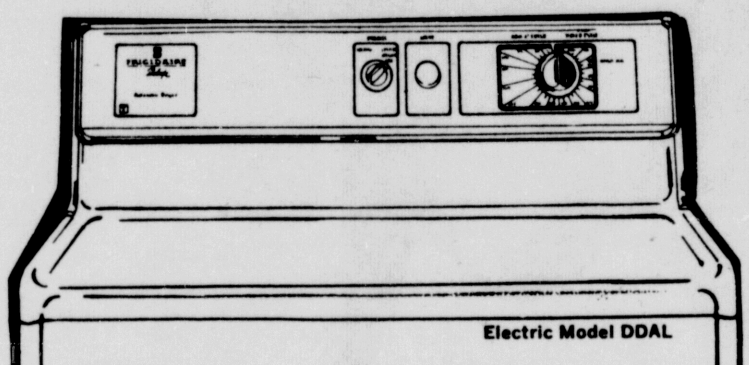
WCDATL, 5 colors or white

Now there's even more action in Jet Action!

DPC means Durable Press Care—better looks, longer wear for your no-iron clothes!

- **"Rapidry-1000"** Spin whirls clothes faster, drier than any other brand!
- **Patented** Deep Action Agitator for gentle, deep cleaning!
- **Cool Jet-Away Rinse** keep wrinkles from setting—"jets" away lint, scum. No lint trap!

NEW FRIGIDAIRE DPC DRYER ENDS "ENDLESS" IRONING!



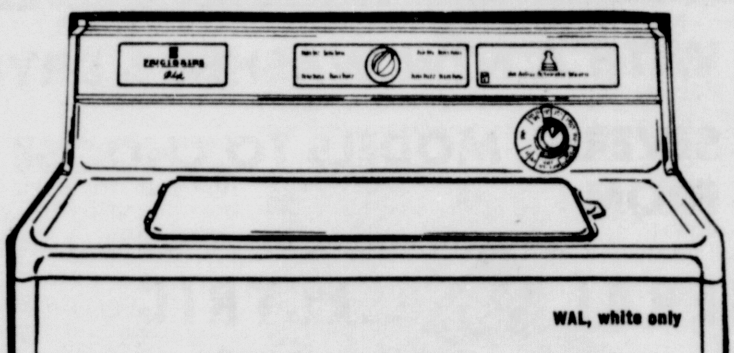
Electric Model DDAL

DPC means Durable Press Care!

- **No-iron clothes** come out "sharp"— creases in, wrinkles out — without ironing!
- **2-position** Fabrics Heat Selector!
- **No-stoop lint screen,** right on door!

DPC Look for this emblem on the Dryer you buy!

EVEN THIS LOWEST PRICED 1967 JET ACTION WASHER HAS DURABLE PRESS CARE FOR NEW NO-IRON FABRICS.

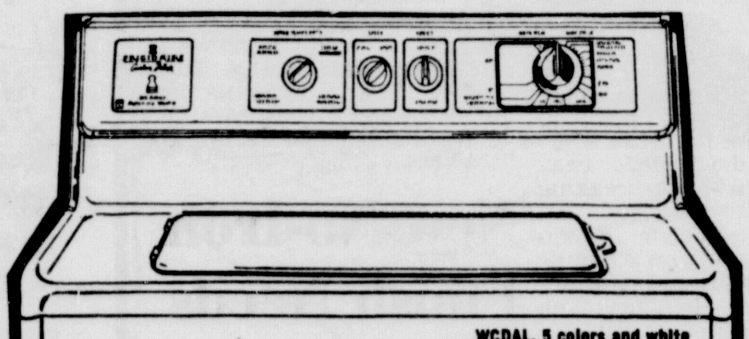


WAL, white only

Now there's even more action in Jet Action!

- **Automatic Soak Cycle** loosens dirt—wonderful for diapers!
- **Patented** Deep Action Agitator for new deep cleaning!
- **Jet-Away** Rinse "jets" away lint, scum—no lint trap!
- **Jet-simple** mechanism—no belts, pulleys, gears!

1967 "RAPIDRY-1000" WASHER WITH DPC IS UNSURPASSED FOR "NO-IRON" CLOTHES CARE.



WCDAL, 5 colors and white

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DORIS



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The "natural" but gentle way clothes are dried in an electric dryer means fewer wrinkles and less ironing. Many articles in the family wash do not need to be ironed after they are removed from an electric clothes dryer. And with permanent or durable press clothes, the dryer is an even greater necessity.

When clothes are dried carefully, they wear longer and look better, the Live Better Electrically Program points out.

Once you choose and set your drying selection on an electric dryer, your job is done. There are special settings for all types of fabrics on an electric clothes dryer . . . settings which take special care of all kinds of wash-and-wear fabrics. Automatic devices inside your electric dryer "feel" when clothes have reached the proper degree of dryness and shut your dryer off automatically.

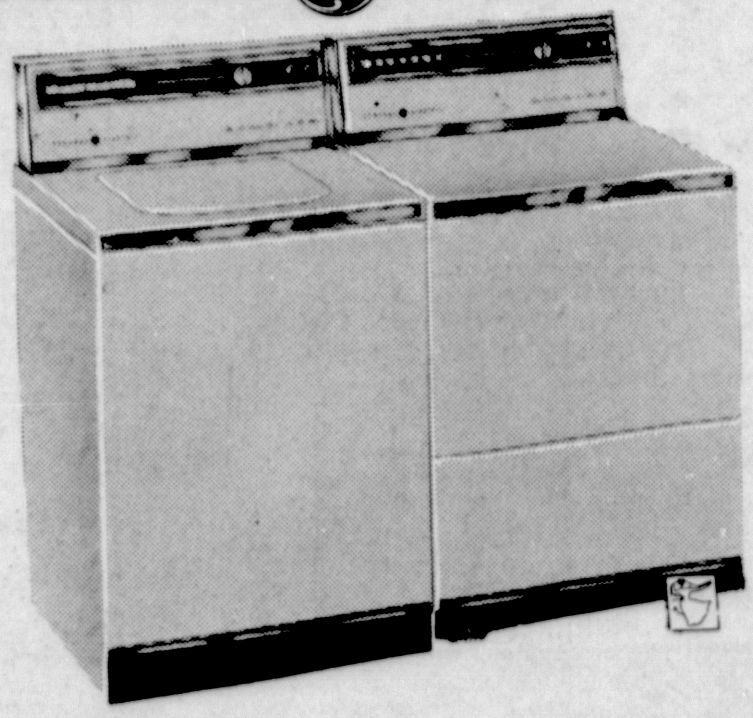
When you dry fabrics the flameless electric way, LBE says, they keep colors, last longer and look better.



WITH A NEW WASHER & DRYER

SEVERAL MODELS TO CHOOSE FROM

GENERAL ELECTRIC



WASHERS FROM $180.00

DRYERS FROM $120.00

RUDY'S FURNITURE

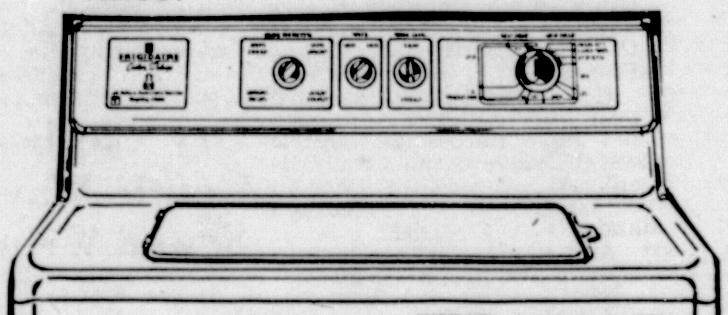
BEHIND THE CREAM CASTLE

115 SOUTH WEST ST.

Waltz Through Washday Automatically

With Washers and Dryers by FRIGIDAIRE

THE 1967 JET ACTION WASHER KEEPS THE PRESS IN DURABLE PRESS!



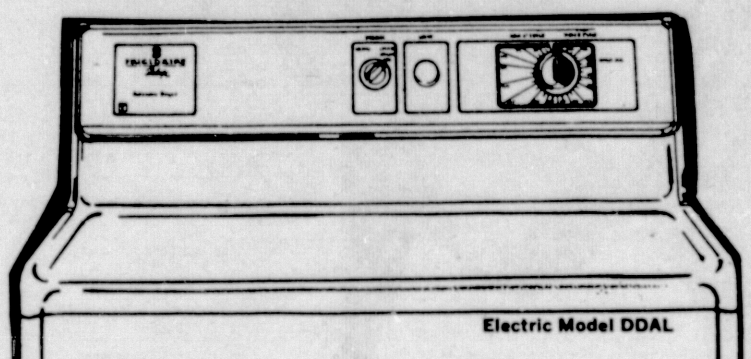
WCDATL, 5 colors or white

Now there's even more action in Jet Action!

DPC **means Durable Press Care**—better looks, longer wear for your no-iron clothes!

- **"Rapidry-1000"** Spin whirls clothes faster, drier than any other brand!
- **Patented** Deep Action Agitator for gentle, deep cleaning!
- **Cool Jet-Away Rinse** keep wrinkles from setting—"jets" away lint, scum. No lint trap!

NEW FRIGIDAIRE DPC DRYER ENDS "ENDLESS" IRONING!



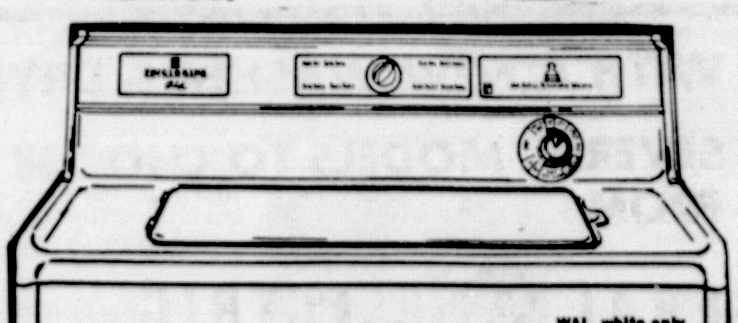
Electric Model DDAL

DPC means Durable Press Care!

- **No-iron clothes** come out "sharp"— creases in, wrinkles out — without ironing!
- **2-position** Fabrics Heat Selector!
- **No-stoop lint screen,** right on door!

DPC **Look for this emblem on the Dryer you buy!**

EVEN THIS LOWEST PRICED 1967 JET ACTION WASHER HAS DURABLE PRESS CARE FOR NEW NO-IRON FABRICS.

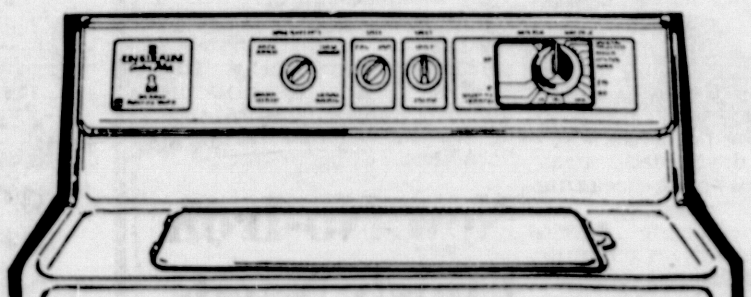


WAL, white only

Now there's even more action in Jet Action!

- **Automatic Soak Cycle** loosens dirt—wonderful for diapers!
- **Patented** Deep Action Agitator for new deep cleaning!
- **Jet-Away** Rinse "jets" away lint, scum—no lint trap!
- **Jet-simple** mechanism—no belts, pulleys, gears!

1967 "RAPIDRY-1000" WASHER WITH DPC IS UNSURPASSED FOR "NO-IRON" CLOTHES CARE.



WCDAL, 5 colors and white

Now there's even more action in Jet Action!

- **Durable Press Care** helps new, no-iron fabrics stay "sharp!"
- **Patented** Deep Action Agitator for new deep cleaning!
- **Jet-Away** Rinse "jets" away lint, scum—no lint trap!
- **Jet-simple** mechanism—no belts, pulleys, gears!



CARL

CAMPBELL APPLIANCE

107 W. CENTER

GR 1-2336

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